NOVEMBER 23, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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How radio-tv's 50 blue chip agencies spent during 1959 Page 37

McGannon asks support of proposal to bolster tv code Page 68

Magnuson wants accounting from broadcasters, FCC, FTC Page 92

CBS-TV spells out strict ground rules for programming Page 98

Makes you feel like a king every day!

KPRC-TV

HOUSTON, TEXAS

the best faces watch KPRC-TV Channel 2

Courtesy of KING'S MEN

Fresh up yourself and your day with KPRC-TV–known everywhere as the world's finest television. It's a habit you'll enjoy.

KPRC-TV IS REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Wynn Speece, WNAX-570 "Neighbor Lady", shown accepting the sterling silver bowl awarded to the top radio award winner in the GMA "Life Line of America" Trophy Awards Competition. Don D. Sullivan, Vice President, Peoples Broadcasting Corporation and General Manager of WNAX received bronze plaque. Presentations are being made by Paul S. Willis, GMA President (left).

GROCERY MANUFACTURERS AWARD TO WYNN SPEECE

WNAX "NEIGHBOR LADY" TO ALL BIG AGGIE LAND

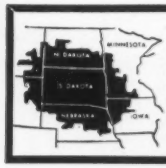
Thanks to the Grocery Manufacturers of America, Inc. for the honor they have bestowed on radio WNAX-570 and her famous air sales personality, Wynn Speece. The entire staff of WNAX-570 is extremely proud of the accomplishments of Wynn Speece. And all of Wynn's friends here in Big Aggie Land are as happy for her as we are. Congratulations to Wynn as the Top Award Winner in the GMA Life Line competition. Personalities like Wynn Speece have made WNAX-570 the long-time favorite in Big Aggie Land. To effectively sell the 609,000 radio homes in the five-state, 175 county region of Big Aggie Land, sell on the station more people listen to and depend on—WNAX-570. See your Katz man for complete details.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

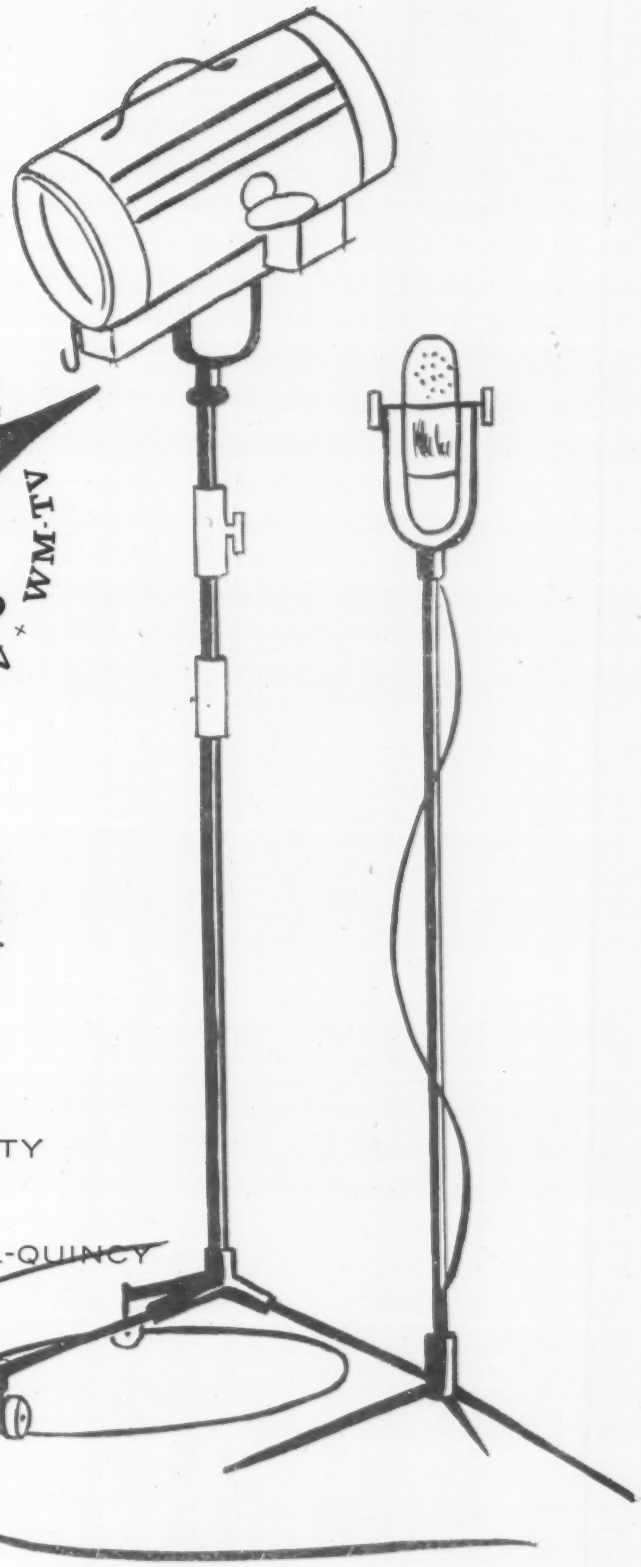
PEOPLES BROADCASTING CORPORATION

Yankton, South Dakota Sioux City, Iowa



PEOPLES BROADCASTING CORPORATION

WNAX, Yankton, S.D.
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W. Va.



the

FORWARD GROUP

KGLO • KGLO-TV • WMTV • KHQA-TV • WTAD

announces the
appointment of the

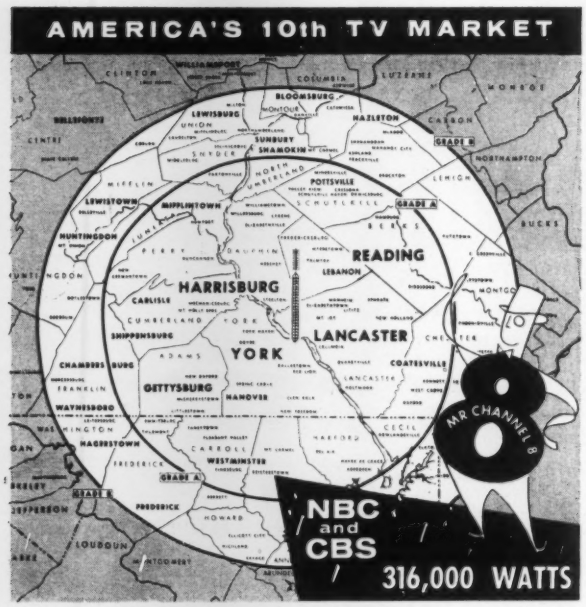
BRANHAM COMPANY

as national sales
representative for

KGLO-TV · MASON CITY
WMTV · MADISON
KHQA-TV · HANNIBAL-QUINCY
WTAD · QUINCY
KGLO · MASON CITY

MARKET—GAME AND MEAT STAND, CIRCA 1808—THE BETTMANN ARCHIVE

BOUNTIFUL Multi-City Market



WGAL-TV

Annual food sales $968,282,000 — The families in the WGAL-TV market area live well and spend well, carrying on a prosperous tradition. They are prime prospects for *your* product . . . have an annual income of $6¾ billion, spend $3¾ billion in retail sales. Backing up the quality of this market is the fact that ARB and Nielsen show the WGAL-TV audience to be greater than the combined audience of all other stations viewed in this area.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Outside work • Not all members of House Legislative Oversight Subcommittee approve of propriety of staffer Richard N. Goodwin's article in Nov. 16 *Life* magazine on subcommittee's probe. Though Mr. Goodwin said Chairman Harris approved publication of bylined, paid-for piece on condition it not purport to speak for committee, one committee member, who declined to be quoted, said members had agreed following exposes given to newspapers by onetime chief counsel Bernard Schwartz that staffers would be allowed to make no comments, written or oral, about House group's activities. Other members, both GOP and Democrat, privately have expressed discontent with article.

ABC flexes muscles • Look for extensive beefing up of ABC public service programming, both radio and tv. AB-PT President Leonard H. Goldenson last week told FCC Chairman Doerfer and other commissioners that network intends to become just as competitive in public service field as it is in commercial end. John Daly, ABC vice president in charge of news, special events and public affairs, has been given big increase in budget and several specials already are in works.

Mr. Goldenson, accompanied by Joseph J. Jacobs, assistant to president and Washington attorney, informed Commission that ABC is in radio networking business to stay and also will seek its full quota of seven am stations (it now has five, plus one-half of WLS Chicago, and last week contracted to acquire balance of Chicago outlet). It's understood radio network in 1959 will show loss of about $2 million, as against $3 million loss preceding calendar year.

More time? • Although FCC wants to move without delay on hearings covering programming and commercial practices, to determine scope of its authority and need for legislation, it recognizes that it hasn't given prospective participants much time to prepare. Hearings are scheduled to begin Dec. 7, with preliminary comments due this Wednesday. Given reasonable grounds, it's expected FCC would be disposed to postpone proceedings, perhaps as much as 30 days.

While appearances for FCC's Dec. 7 hearings into programming and commercial operations in broadcasting are not due until this Wednesday, one militant figure in controversy over quiz rigging already has notified FCC he's ready to testify when hearings open Dec. 7. He is Philip Cortney, president of Coty Inc. and Coty International, who has been crusading against existing sponsorship structure and lately has favored pay tv (story page 65).

Dead earnest • If anybody doubts CBS-TV's seriousness about taking charge of its programming—and there have been some skeptics, inside word is that such doubters should have witnessed top-level meeting which preceded issuance of so-called "Aubrey Memo" (see page 98) last week. It consisted of two full-day weekend sessions, Nov. 14-15, with key officials from Hollywood as well as New York on hand, chaired by CBS President Frank Stanton and with Board Chairman William S. Paley participating. Sessions covered not only new rules circulated later by network Executive Vice President James T. Aubrey Jr. but also reportedly explored areas yet to be dealt with in detail.

Program balance, one of those questions yet to be solved (see above) is expected to be handled via fairly precise standards delineating various types of programming which network thinks should be presented within given range of time periods. There's no indication just how soon such standards may be completed, but network authorities while not inclined to delay longer than necessary, reportedly don't want to be stampeded. There are existing contracts to be honored, for one thing. Same careful approach expected to be taken to other problems, including commercial standards and plug-and-payola probe.

FTC wherewithal • There's one thing certain about federal budget to be submitted to Congress in January: It will include request for increase in Federal Trade Commission's funds to permit more extensive monitoring of radio-tv commercials, if FTC Chairman Earl W. Kintner has his way. While chairman is pleased with industry's intensified self-regulation, he has stated privately that FTC must have more people and money if monitoring of commercials is to be properly done.

Arson at KXLF-TV? • Could there have been sabotage in $150,000 fire fortnight ago which knocked KXLF-TV Butte, Mont., off air and rendered transmitter facility total loss? Charge hasn't been made by Ed Craney, owner of outlet and XL stations, but Montana State police are exploring possibility. Peculiar circumstances: Fire occurred early Nov. 10 when station was off-air. Building was fire-proofed. RCA, after inspection, said there had been no equipment short-circuit. Two men had been around Continental Divide site ostensibly hunting moose. At microwave location 75 miles south, week before, 1,500-gallon diesel oil tank had been emptied. Mr. Craney hopes to have station back on air by Christmas, despite sub-zero temperatures.

Pearson allergy • Pressure of FCC meetings last Monday—plus appearance of Drew Pearson's legman Jack Anderson on panel — caused FCC Chairman John C. Doerfer to call off news interview recording session scheduled by News Assoc., Washington, for Radio News International, New York, list of radio stations. Mr. Doerfer was heavily engaged in all-day FCC meeting (one result was setting of Dec. 7 date for programming hearing) and he has little esteem for Mr. Pearson and his column.

"I don't intend to ask Congress to revise the Constitution." This was Chairman Doerfer's remark recently to questions about his attitude toward broadcasting industry's problems arising from tv quiz show notoriety. This sums up Mr. Doerfer's basic thinking about hammering he has been undergoing because he has publicly announced he is not in favor of new regulation giving FCC jurisdiction over programming on grounds it would constitute censorship.

Am applications freeze? • FCC officials are rather glum at results of cut-off procedure for standard broadcasting processing line and there is talk freeze might be imposed—but probably not before Comrs. Hyde and Craven return from international conferences in Geneva toward end of year. Cut-off tactics were instituted last April, but what has occurred is excessive filing of radio applications. This has permitted whittling down of processing line, but most applications are now shunted over to hearing division which has begun to holler uncle. Imposition of freeze would permit hard-pressed staff to clean out pending cases in processing line, now numbering over 1,000, and at same time help hearing division cut into over 350 hearing cases.

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IN CLEVELAND...

MOVIE MINUTES ARE THE MOST ON WJW-TV

And just one of these movie minutes is all you need to reach the most movie audience.

33% more audience on movies than any other station.

Feature films from Paramount, Warner Brothers, Twentieth Century, and United Artists.

Excellent availabilities to give you just the audience you want when you want it. "Watch and Win," "Afternoon Movie," "Big Show," "Nite Movie."

You know where you're going with

WJW-TV

Call KATZ

a **STORER** station

National Sales Offices:
625 Madison Avenue, New York 22
230 N. Michigan Avenue, Chicago 1

WEEK IN BRIEF

MR. COHEN

Automation for the paper jungle • Checking performance affidavits for broadcasting of radio and tv spot commercials is a job that shouldn't happen to people. Let's give it to the machines, "dreams" Norman Cohen, comptroller and assistant to the president, Mogul Williams & Saylor Inc., New York. He tells about his ideas in this week's MONDAY MEMO. Page **19.**

JWT hits $124.5 million level. • Broadcast billing of No. 1 agency gains $11 million in 1959. McCann-Erickson reaches $108 million, Y&R goes up to $102.5 million and Ted Bates scores with $95 million, all-time highs for each. BROADCASTING's eighth annual survey of the top 50 starts on page **37.**

Clyne's call to arms • It's time to defend and to look ahead, he advises broadcast industry. He favors some advertiser control and warns you can't legislate programming quality. Page **58.**

Cortney speaks again • Phillip Cortney, president of Coty Inc. takes his "hands-off entertainment code" crusade to Chicago. Calls tv "prostitute of merchandising." Page **65.**

NAB code board and chairman get tough • Last week's L.A. meeting saw a stern amendment drafted to tv code aimed at prohibiting misrepresentation in both programs and commercials. Chairman McGannon took to closed-circuit tv to plead for adherence to the code and self regulatory practices by tv people before the government lends a "helping hand." Page **68.**

Network gains • Gross billings hit over $451 million for Jan.-Sept., a 10.5% gain. Page **72.**

Ratings on the pan • MBS President Robert F. Hurleigh predicts Senate probe will show how riggings and misinterpretations are undermining value of ratings; predicts exposures will have profound effect on industry. Page **78.**

Doerfer serves notice • Addressing TvB, FCC chairman warns that closer scrutiny is to be given programming and advertising; says broadcasters must be given full responsibility with immediate steps necessary to remove deception. Page **86.**

Senate warning • Commerce Committee Chairman Magnuson assails abuses in tv, charges laxity by broadcasters, FCC and FTC in preventing them and calls present Tv Code "ineffective." He says he'll call all three up for reckoning next year. Page **92.**

No delay here • FCC to take first testimony Dec. 7, in its broad inquiry into radio and tv programming and advertising. Prospective witnesses asked to notify the Commission by Nov. 25. Page **94.**

CBS-TV issues program rules • Policies designed to make sure programming is what it purports to be are distributed, but no strict "magazine concept" of programming and selling is foreseen. Page **98.**

DEPARTMENTS

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THE LANSING MARKET IS MOVING UP... and

the very best buy to serve and sell its 91,960 households is

WILS 5000 WATTS

Take a look at the latest Hooper (J-F, 1959)

TIME	WILS	STATION B
Mon-Fri 7:00 am 12:00 noon	57.0	26.5
Mon-Fri 12:00 noon 6:00 pm	66.2	16.3

Represented by VENARD, RINTOUL & McCONNELL, Inc.

WILS is associated with WILX-TV NBC • CHANNEL 10 studios in Lansing – Jackson – Battle Creek and WPON-PONTIAC

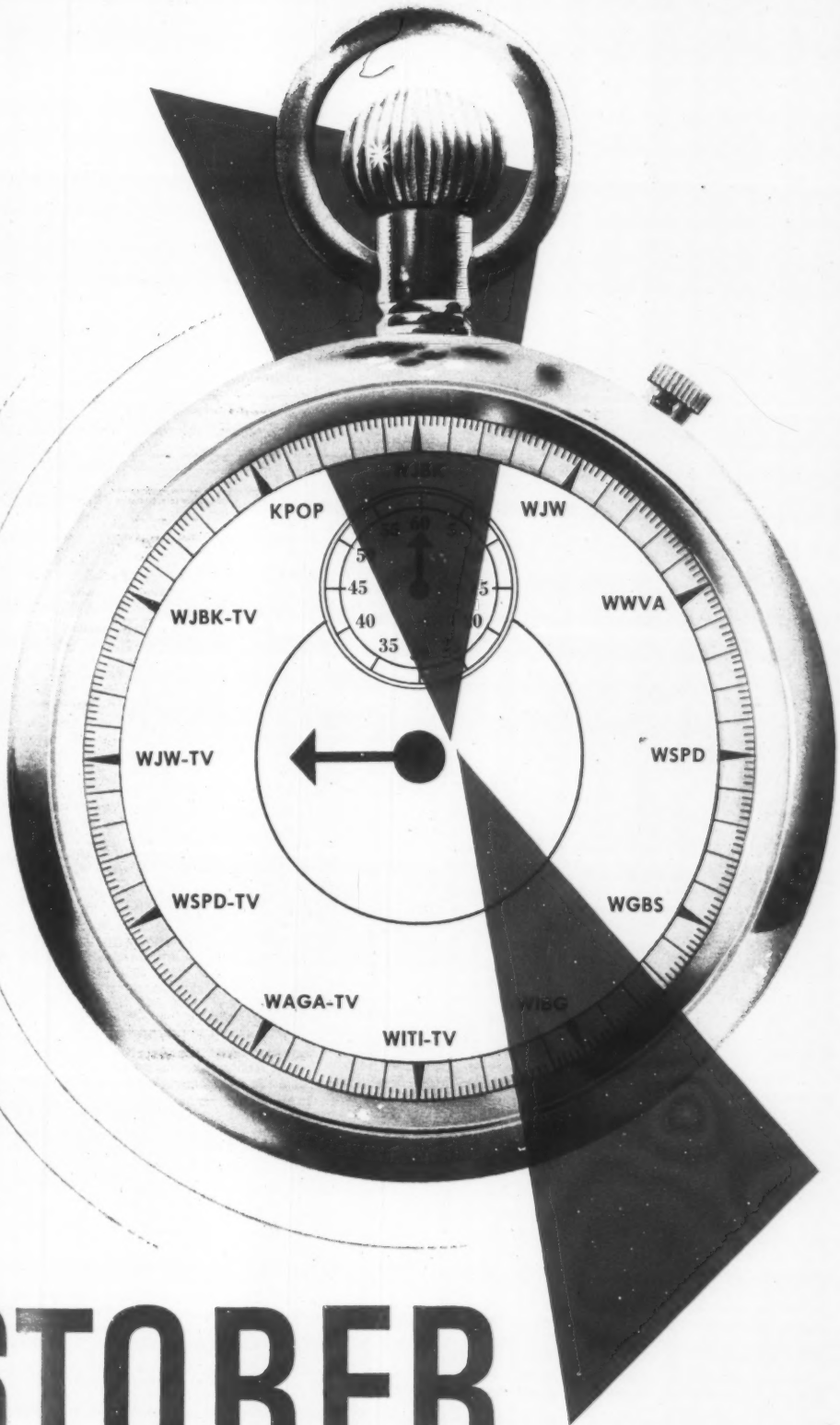
918

Discover the value of tim

Storer time is much more than seconds on the clock. It is sales impact . . . maximum audience . . . top ratings . . . increased sales. For example, in Philadelphia . . . Storer Radio station WIBG is first in every survey and reaches more families in all categories than any other station. In Cleveland . . . Storer Television station WJW-TV is the highest rated, most popular station in town. Further proof that a Storer minute is a bigger minute.

YOU KNOW WHERE YOU'RE GOING with

Famous on the local scene . . . yet known throughout the nation • Storer Broadcasting Company



STORER

STORER STATIONS

TELEVISION

DETROIT
WJBK-TV

•

CLEVELAND
WJW-TV

•

TOLEDO
WSPD-TV

•

ATLANTA
WAGA-TV

•

MILWAUKEE
WITI-TV

•

RADIO

PHILADELPHIA
WIBG

•

DETROIT
WJBK

•

CLEVELAND
WJW

•

WHEELING
WWVA

•

TOLEDO
WSPD

•

MIAMI
WGBS

•

LOS ANGELES
KPOP

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SALES TIPS

Joseph P. Cuff
Robert E. Eastman
& Co., Inc.
New York Office

ANTICIPATION.

Like a lawyer, a salesman must anticipate.

Anticipate and have answers ready for the buyer's objections.

Also anticipate the sales points most likely to receive favorable response.

And, like a lawyer, arrange the sequence of sales points to build to the logical and inescapable conclusion: the sale.

The salesman must also anticipate what his competitors may offer and be prepared to prove his merchandise superior.

Use anticipation liberally in all your selling. You'll make more sales.

Joe

P.S. Another sales tip: put wings to your sales in Dayton with WING. Top ratings—a great record of sales performance!

robert e. eastman & co., inc.

representing major radio stations

WNEW	WIL	KLAC	KJR	KXL
KNEW	WRIT	CKLW	WHBQ	KXOL
KBOX	WING	WCOL	KDEO	WARM
KQEO	WPTR	WSBA	WAAB	WKLO
KLEO	WEEP	KTOK	WSAV	KSYD
KWKY	WAMS	KXLR	WZOK	KRIZ
		KHEY		

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

NOVEMBER

Nov. 22-24—American Bar Assn. national conference on judicial selection-administration, Chicago. In conjunction with American Judicature Society and Institute of Judicial Administration. News, government, political and bar group representatives are invited. Radio, tv and press will receive special invitations to attend a "landmark" meeting to discuss basic problems of the courts, "with emphasis on better methods of selecting judges."

Nov. 23—Sales Marketing Executives of Chicago and Milwaukee, combined meeting, Congress Hotel, Chicago. Speaker: Robert Hurleigh, president, MBS.

***Nov. 23-24—Art Directors Club of Chicago** annual awards dinner, Grand Ballroom of Palmer House, Chicago. "Best-in-advertising art" awards include nine top, plus 13 runnerup commercials, as well as best print ads, all to be displayed in city's new skyscraper Prudential Bldg. Nov. 24-Dec. 4. Dinner will feature comedian Jonathan Winters as guest star and other entertainment, plus dancing. Tickets ($12.50 each) may be obtained from ADCC headquarters, 6 E. Lake St., Chicago 1. Nov. 24: Reception for advertising agency executives and press at Prudential Bldg.

Nov. 23-25—Women's Advertising Clubs' midwestern intercity conference, Oakton Manor, Pewaukee, Wis.

Nov. 24—Radio & Television Executives Society timebuying-selling seminar. Henry Brenner, president, T. V. Q., and Albert E. Sindlinger, president, Sindlinger & Co., answer "What's New In Nose Counting?" Hotel Lexington, New York, noon-2 p.m.

***Nov. 25—Radio & Television Executives Society** luncheon. Irving Gitlin, creative projects executive, CBS News; John P. Cunningham, board chairman, Cunningham & Walsh, and John F. White, president, National Education Tv & Radio Center take part in symposium on educational tv. Grand Ballroom, Roosevelt Hotel, N.Y.

Nov. 27-29—National Assn. of Tv & Radio Farm Directors annual fall convention (in conjunction with International Livestock Exposition and 4-H Congress), Conrad Hilton Hotel, Chicago. Nov. 30—Chicago Area Agricultural Assn. luncheon hosted by NATRFD.

Nov. 29-Dec. 1—First annual communications forum for broadcasters, Pennsylvania State U. Speakers in "Broadcasting: The Challenge of Responsibility" forum include Robert D. Swezey, Sig Mickelson, president, CBS News; Edward Stanley, public affairs director, NBC; Ralph Renick, past president, Radio-Television News Directors Assn. and news vice president, WTVJ (TV) Miami, Fla.; Dr. Charles Seipmann, communications education professor, New York U.

Nov. 30—Academy of Television Arts & Sciences at New York, forum on music for television, NBC.

***Nov. 30—Hollywood Ad Club** luncheon at Hollywood Roosevelt Hotel. Robert Light, president, Southern California Broadcasters Assn., will be chairman of a panel comprising Fred Ruegg, KNX; Bill Beaton, KWKW; Charles Hamilton, KFI; Bob Reynolds, KMPC, and Bob Purcell, KFWB, to discuss "Radio—1959."

Nov. 30-Dec. 4—National Sales Executives-International Southeastern Field Sales Management Institute, Atlanta Biltmore Hotel, Atlanta, Ga.

DECEMBER

***Dec. 1—Advertising Research Foundation** annual business meet, Hotel Sheraton-East, New York.

Dec. 1—Radio & Television Executives Society timebuying-selling seminar. George Huntington, vice president-general manager, Television Bureau of Advertising and Horace S. Schwerin, president, Schwerin Research Corp., delve into "Sponsor Identification—What's It Worth?" Hotel Lexington, New York, noon-2 p.m.

Dec. 2-4—Electronic Industries Assn. winter conference, Statler-Hilton, Los Angeles.

Dec. 4—NAB convention committee, NAB headquarters, Washington.

Dec. 8—Radio & Television Executives Society timebuying-selling seminar. Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

***Dec. 8—Academy of Television Arts & Sciences** at Los Angeles, evening general membership meeting on "Tape vs Film" at Beverly Hilton Hotel, Beverly Hills, Calif. Dr. Frank Baxter, UCLA professor and tv teacher, will be moderator of a panel comprising James Schulke, KTLA; Tom Sarnoff, NBC; Sheldon Leonard and Bud Yorkin, producers; Bob Stefan, BBDO, and Bob Day, Ampex.

Dec. 8—Advertising Club of Boston, Hotel Statler. Speaker: Robert Hurleigh, president, MBS.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

***Dec. 11—American Federation of Tv & Radio Artists** theatre party for benefit of George Heller Memorial Foundation, ANTA Theatre, New York.

Dec. 15—Radio & Television Executives Society timebuying-selling seminar. Kevin B. Sweeney, president, Radio Adv. Bureau, presents latest radio data. Hotel Lexington, New York, noon-2 p.m.

***Dec. 15-16—Senate committee** on communications holds hearings on tv boosters and community tv systems in Casper, Wyo. Sen. Gale McGee (D-Wyo.) will preside.

Dec. 31—Academy of Television Arts & Sciences New Year's Eve ball, Beverly Hilton Hotel, Beverly Hills, Calif.

JANUARY 1960

Jan. 5—Radio & Television Executives Society timebuying-selling seminar. Louis Hausman, director, Television Information Office, and Gilbert Seldes, author, critic and director of Annenberg School of Communications, U. of Pennsylvania, provide "A Critique At Mid-Season." Hotel Lexington, New York, noon-2 p.m.

Jan. 6-9—High Fidelity Music Show, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

Jan. 8—Academy of Television Arts & Sciences "close-up" dinner-show testimonial to Arthur Godfrey, Waldorf Astoria, New York. (Rescheduled from original announcement for Dec. 4 at Seventh Regiment Armory.)

Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

Jan. 12—Radio & Television Executives Society timebuying-selling seminar. H. P. Lasker, vice president in charge of sales, Crosley Broadcasting Corp., and William E. (Pete) Matthews, vice president-director, media relations-planning, Young & Rubicam, view "How Many Commercials Make Too Many?" Hotel Lexington, New York, noon-2 p.m.

***Jan. 13—Canadian Board of Broadcast Governors** opens public hearings for second tv license in Winnipeg.

***Jan. 18—Canadian Board of Broadcast Governors** opens public hearings for second tv license in Vancouver.

Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board, SSC&B, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.

(continued on page 15)

Now FARGO is No. 1 in the U.S.A., for retail sales per family!

We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders.*

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY *regularly.* Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

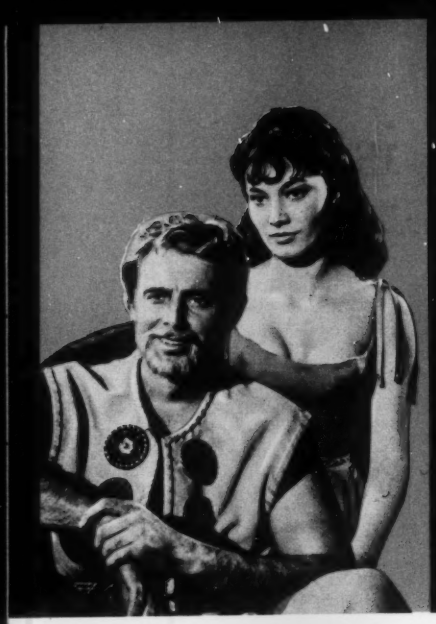
WDAY

FARGO, N. D.

NBC • 5000 WATTS

970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives



TALES OF THE VIKING

A NEW HALF-HOUR SERIES THAT IS BIG! RICH! ADULT ME

BLUE CHIP BUYERS COAST-TO-COAST ARE SNAPPING-UP TV'S NEWEST AND HOTTEST SYNDICATED ACTION-ADVENTURE SERIES

JOIN THESE IMPORTANT NAMES **TODAY!**

Ballantine Beer ■ Bristol-Myers ■ Brown & Williamson
Chattanooga Gas Company ■ Dondril (Whitehall Drug) ■ General
Foods ■ Gordon's Bread ■ IXL Foods ■ LaClede Gas Company
Meadow Gold ■ Motorola ■ Mr. Clean ■ Pepto-Bismol
Proctor & Gamble ■ Royal Castle Systems, Inc. ■ Super Valu
Food Stores ■ White King Soap ■ Transcontinent
CBC ■ TV Stations, Inc. ■ KABC Los Angeles
KOMO Seattle ■ WGR Buffalo
WBTV Charlotte ■ WROC Rochester
WRGB Schenectady
WCKT Miami
AND MANY OTHERS

GS

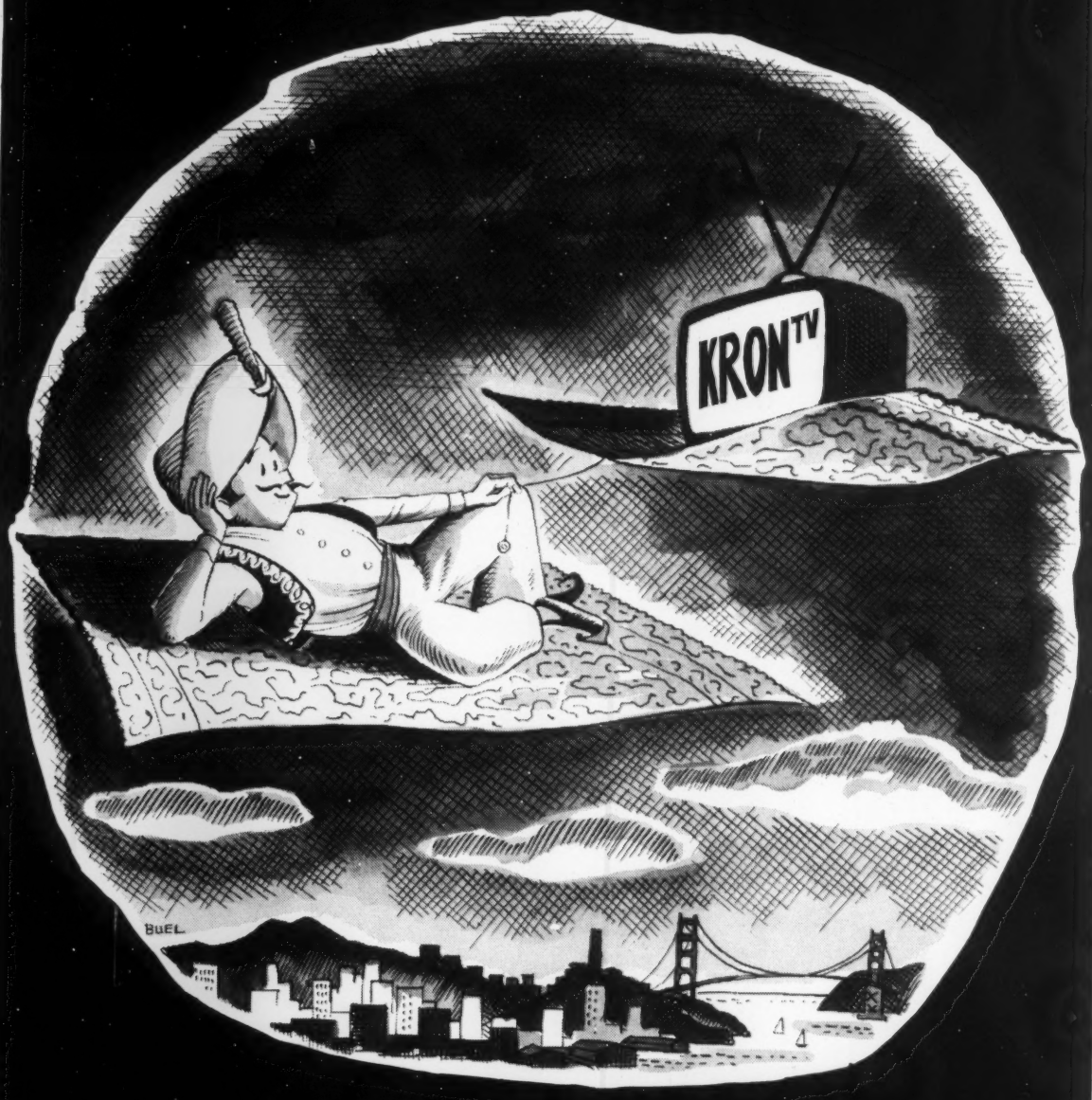
LT MERCHANDISABLE!

..FOR KEY MARKETS STILL AVAILABLE

WRITE, WIRE OR PHONE

UNITED ARTISTS TELEVISION
729 7th Avenue • New York 19, New York
CIRCLE 5-6000

KRON is TV in SF



San Franciscans are sold on KRON-TV

STARTS OCTOBER 31
WINTER LEAGUE
BASEBALL
MINUTES AVAILABLE!

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

Jan. 22-24—Advertising Assn. of West midwestern conference, Lafayette Hotel, Long Beach, Calif.

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

Jan. 26—Academy of Television Arts & Sciences forum on international television, Beverly Hilton Hotel, Beverly Hills, Calif.

*Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism. Speaker: Sig Mickelson, CBS News president.

Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

Jan. 29—Adcraft Club of Detroit, Statler Hotel. Speaker: Robert Hurleigh, president, MBS.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

FEBRUARY 1960

Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

Feb. 5—Advertising Federation of America mid-winter conference, Statler-Hilton Hotel, Washington.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prize-winners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

*Feb. 7-9—Advertising Federation of America First District conference, Statler-Hilton Hotel, Boston.

Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teenagers, CBS Studio 52.

Feb. 8—Minneapolis Sales Executives Club, Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

Feb. 9—Radio & Television Executives Society timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitzgerald-Sample, discuss the "Station Image Factor In Timebuying." Hotel Lexington, New York, noon-2 p.m.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel there.

Feb. 16—Radio & Television Executives Society timebuying-selling seminar. Bert R. Briller, director of tv sales development, ABC-TV, and Arthur H. McCoy, executive vice president, John Blair & Co., on "Selling Through Presentation—Or From The Hip." Hotel Lexington, New York, noon-2 p.m.

Feb. 17—Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1958 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

*Feb. 19—Sales Executives Assn. and Advertising Club of St. Louis, combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

GROWTH!

EXPERIENCE!

The two prime requisites for sound representation . . .

healthy, continued **growth**
and balanced **experience.**

VENARD, RINTOUL & McCONNELL, INC.

TV & Radio Station Representatives

NEW YORK CHICAGO DETROIT LOS ANGELES
SAN FRANCISCO DALLAS

Feb. 21-22—Virginia AP Broadcasters—Washington & Lee U.'s radio newsmen's seminar.

***Feb. 23**—Radio & Television Executives Society timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

***Feb. 24**—Academy of Television Arts & Sciences forum on good & bad programs, Beverly Hilton Hotel, Beverly Hills, Calif.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960

***March 1**—Radio & Television Executives Society timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

March 4-6—Disc Jockey Assn. convention, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s will participate in filming "The Big Platter Parade."

March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

***March 8**—Radio & Television Executives Society timebuying-selling seminar. John F. Howell, CBS Films' vice president-general sales manager, and Charles W. Shugert, the Joseph Katz Co.'s executive vice president, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

March 13-14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston.

***March 15**—Radio & Television Executives Society timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

March 16-18—Electronic Industries Assn., spring conference, Statler Hilton, Washington.

March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria, New York.

***March 31**—Academy of Television Arts & Sciences forum on "Do They [ratings] Really Know?"

APRIL 1960

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

***April 4**—Academy of Motion Picture Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas, Tex.

***April 22**—Virginia AP Broadcasters, National Press Club, Washington.

April 24—National Retail Merchants Assn. sales promotion division board of directors meet, Paradise Inn, Phoenix, Ariz.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

***April 24-27**—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

***April 24-28**—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainsville. (Broadcasting Day, 25th.)

***April 25**—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel there.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York.

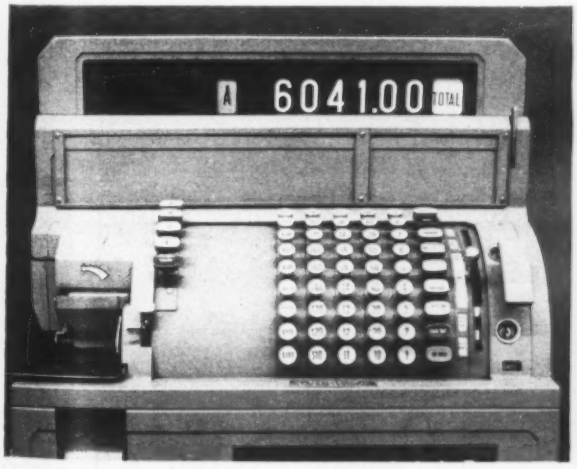
April 29—Ohio Assn. of Broadcasters, Pick-Ohio Hotel, Youngstown.

$ 6,041

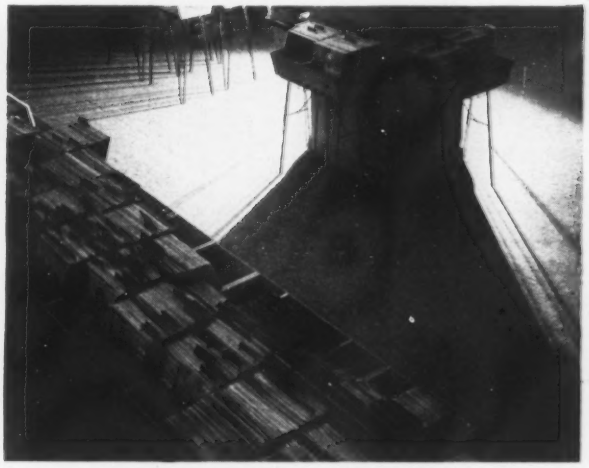
in sales..while Higbee's was closed!

Broadcasting on WERE for Higbee's, Cleveland's big department store, Bill Randle asked for telephone orders for the RCA Victor album, "60 Years of Music America Loves Best."

Operators at station WERE were flooded with 1231 telephone orders from 8-11 PM... opposite prime television time.



It added up to an amazing total of sales on Thursday **evening,** October 15...



while the store was closed. Final tally on all orders ... telephone and mail was $6,041.

Local boys make good on

WERE

Adventure Radio in Cleveland

Represented by Venard, Rintoul & McConnell, Inc.

KOOL-TV

PHOENIX, ARIZONA

KOOL-TV is dangling three of the juiciest these days,

Choose any survey, Nielsen, ARB or Telepulse.

KOOL-TV is FIRST IN PHOENIX.

We can't think of better nibbling for time buyers.

KOOL-TV dominates the rich Arizona Market with the highest tower and highest power.

*FIRST IN PHOENIX**

**Nielsen, ARB, Telepulse*

Representative: George P. Hollingbery

CHANNEL 10 CBS

MONDAY MEMO

from **NORMAN COHEN,** *comptroller and assistant to president, Mogul Williams & Saylor, New York*

Automation for the paper jungle

Like death, taxes and old movies on tv, the checking of performance affidavits for spot broadcast is as inevitable as it is unpleasant to contemplate.

The broadcast industry has matured considerably in less than 40 years. Yet in all that time, nobody has devised a new or sufficiently different methodology for affidavit checking which will eliminate some of the effort.

Current practice requires each affidavit to be checked against the original order or estimate—spot for spot. To those fortunate few who have never been exposed to the paper jungle that burgeons after any spot campaign is set into motion by an agency, the sight would be a revelation. Take the case of a single invoice for 100 spots. Incredible though it may seem, 100 separate clerical operations must be performed to match affidavit of performance and original estimate. Clerical time consumed in affidavit checking for even a modest spot buy is enormous —and disproportionately costly.

Solution Possible • Although I may be tilting at windmills with a drinking straw, I cannot be convinced that the situation is hopeless.

How long must we put up with a method which requires the identical clerical effort for $2,000 spots as for $5 spots? And in cases where commission earned on one spot is small because of its low rate, the cost of affidavit checking is way out of line with the realities of sensible costs for record keeping.

The answer? No single advertising agency can provide one. Like so many other aspects of business, a solution requires concerted action. Either all agencies utilizing spot broadcast media must agree to accept certain uniform operating procedures or else we must abandon ourselves to a continuance of our most annoying cost headache.

My own theory on the subject is tinged with elements of science fiction. It does not eliminate authentication of performances which, of course, would be a complete but unacceptable solution. The basic notion requires "togetherness." A few imaginative and far-sighted agencies can easily get the ball rolling within the next year or two.

It came to me in a garish dream. An endless torrent of invoices, estimates and affidavits fluttered before my eyes and piled up about me. Suddenly, a flash of inspiration cut a swath through the paper walls. Why not establish a central bureau—a clearing house to provide a home for the millions of vagrant forms that constitute our paper prison?

Mechanical Marvel • I dreamed on. A magnificent structure materialized before me. The towering white-marble building appeared to be a classic example of modern architectural opulence. It looked as though the Taj Mahal had been re-designed and renovated by H. G. Wells and George Orwell with the help of Frank Lloyd Wright. Inside, a pervasively antiseptic atmosphere indicated cold efficiency and a minimum number of human beings. All around me were gigantic machines. The flashing lights and the quiet rumble held me spellbound.

A moment later an attendant approached me. He was vaguely familiar, but it was not for some time that I recognized him as a member of my staff. When I had last seen him, he was sinking below a tidal wave of affidavits. He told me he was the only human attached to the new Affidavit Center, a central bureau that had been established in 1970 by all agencies engaged in air media advertising. Waving aside my questions, he proceeded to explain the operation:

"These machines are the penultimate in electronic data processing equipment. The communications center receives estimate orders from each agency which are automatically transcribed on common order cards. Orders are then transmitted directly to stations on duplicate cards that are electronically printed and punched for mark-sensing operation at the stations. (Mark sensing is being done by humans at some stations and computers at others. The mark sensing puts a carbon coating by pencil permitting electronic impulses to pass through and activate the equipment.) Stations receive punch cards with sufficient printing to include the order. If an order is long or complex, several cards are used.

"Mark-sensed cards are returned, along with the corresponding bills, to the center which runs the cards through the equipment. If the spots utilized match the spots ordered, the bill is passed on to the agency's accounting department. If a discrepancy is uncovered, an automatic process pinpoints the error and sends the card down for investigation."

The attendant informed me that the automatic operation saves immense sums of money and considerable time over the method used as late as 1960. Moreover, he said, in a few short years, the center will have perfected a far superior operation.

"Stations will submit to the center all information pertaining to actual broadcasts. Bills would be transmitted on common language magnetic tape. After a thorough check, requiring seconds to complete, a single bill for all spot broadcast performances would be made up for each agency. Of course, the system of common language tape would require common language facilities at each station."

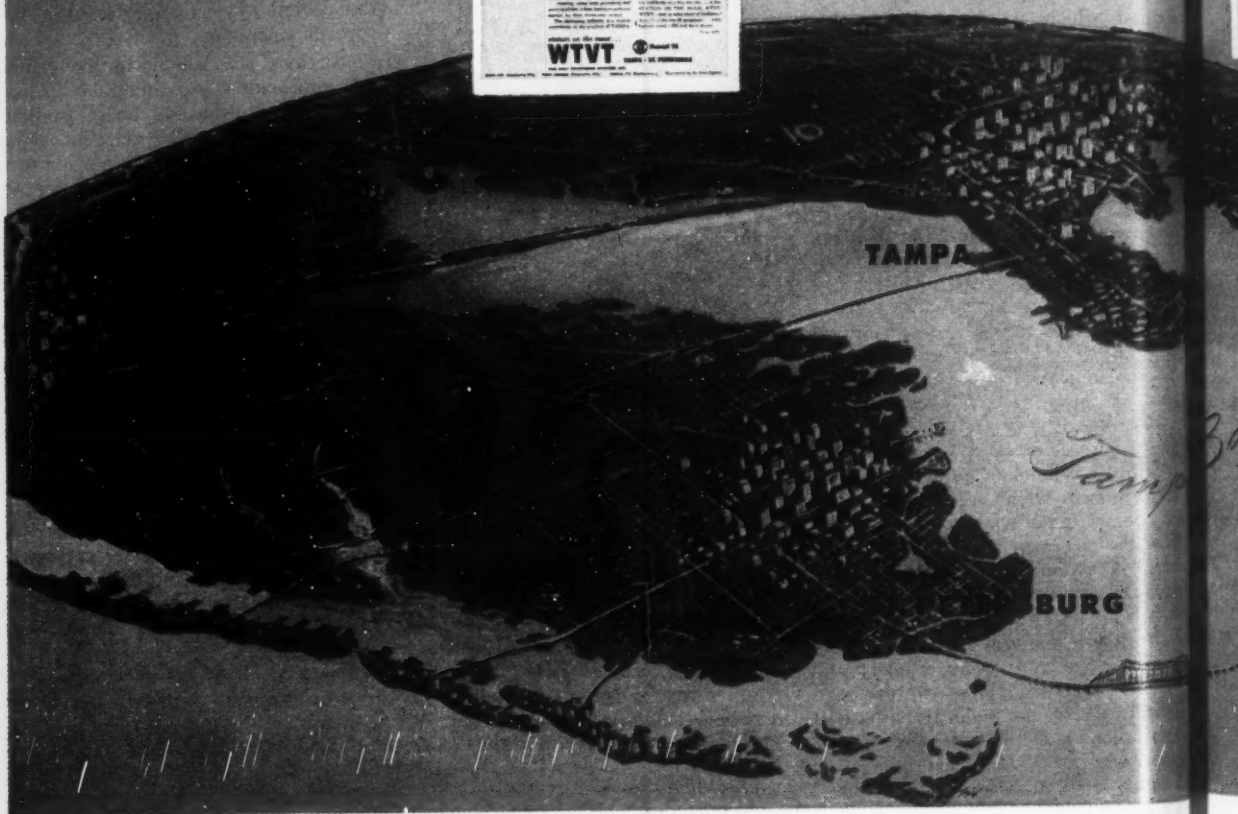
Bank Experiment • He predicted an intermediate step would precede the common language system. This would involve magnetically imprinted invoices and affidavits, a concept based on experiments undertaken by banks.

My fantasy ended as suddenly as it began. I knew it was nothing more than a reflection of my concern over a problem that cries out for corrective action. It was a disturbing thought. But then I relaxed as I recalled the lines of the little-known poet, George Williams Curtis:

I walked beside the evening sea
And dreamed a dream that could not be.
The waves that plunged along the shore
Said only: "Dreamer, dream no more"

Norman Cohen splashed into the sea of performance affidavits when he first joined Emil Mogul Co. as comptroller in 1955. Before then he had been a certified public accountant. He became also assistant to the president in 1956, assuming additional management responsibilities including personnel. Mr. Cohen earned his M.A. at Columbia School of Business.

TAMPA - ST. PETERSBURG . . .



market on the move

Industry on the move...never stopping...continues to headquarter in Tampa, St. Petersburg ...MARKET ON THE MOVE.

Day by day . . . month by month . . . the plants go up...and so does Tampa-St. Petersburg in the market listings!

station on the move...WTVT

with top CBS and local programs, makes TV's most modern facilities available to advertisers . . . studio Videotape unit; mobile Videotape unit; weather radar; rear view projector; plus two studios and six cameras. WTVT . . . first in every way in Tampa-St. Petersburg, *Market on the Move!*

TOTAL SHARE OF AUDIENCE
48.6%... Latest ARB
Check the Top 50 Shows!

ARB

WTVT	37
Station B	9
Station C	4

NIELSEN

WTVT	38
Station B	10
Station C	2

station on the move

WTVT

CBS CHANNEL 13

TAMPA-ST. PETERSBURG

SARASOTA

Sales promotion duties

EDITOR:

. . . thanks . . . for figuring out the percentages on replies to our survey ("100 sales promotion mgr.'s duties," page 76, Nov. 9). This is typical of BROADCASTING's digging . . . a plus I've begun to expect from your magazine.

Incidentally, we may not have made it clear that the survey was *not* mailed to sales promotion managers. We sent it to 100 sales managers. Why? Because our fellow sales promotion managers may not have told the truth and also because we wanted to open some sales management eyes.

However, we could well have listed a one-hundred-and-first job. That would have been "fill out questionnaire for sales manager." Because many promotion managers got stuck with it.

John L. Williams
Advertising and Sales Promotion Mgr.
WBZ Boston

KING music survey

EDITOR:

Please send us 250 reprints of the KING musical survey (page 33, Oct. 12).

Thad M. Sandstrom
General Manager
WIBW-AM-TV Topeka, Kan.

. . . send me two copies . . .
Jack R. Poppele
President
WAUB Auburn, N.Y.

EDITOR:

. . . forward 20 copies . . .
H. K. Crowl
President
WAVI Dayton, Ohio

EDITOR:

. . . send us 25 copies . . .
Lawrence A Reilly
WSUB Groton, Conn.

EDITOR:

. . . send 25 reprints . . .
Agnes McGillvra
Co-Owner
WBIW Bedford, Ind.

EDITOR:

. . . send five copies . . .
Joe Milsop
Station Manager
WCPA Clearfield, Pa.

EDITOR:

. . . 20 copies . . .
Irving Parks Jr.
WNAT Natchez, Miss.

EDITOR:

. . . two copies . . .
Leonard Coe
Manager
KLRA Little Rock, Ark.

EDITOR:

. . . 15 reprints . . .
Mort Silverman
General Manager
WJBO Baton Rouge, La.

EDITOR:

. . . three reprints . . .
Anne Ripley
WPOP Hartford, Conn.

[EDITOR'S NOTE: Reprints available, 10¢ each.]

Fm radio status study

EDITOR:

Urgently need 100 reprints, Feb. 9, 1959, article, "Have audience, can sell —fm."

John Hurlbut
Promotion Mgr.
WFBM-TV Indianapolis

[EDITOR'S NOTE: Reprints are available, 10¢ each.]

Quiz scandal opinion polls

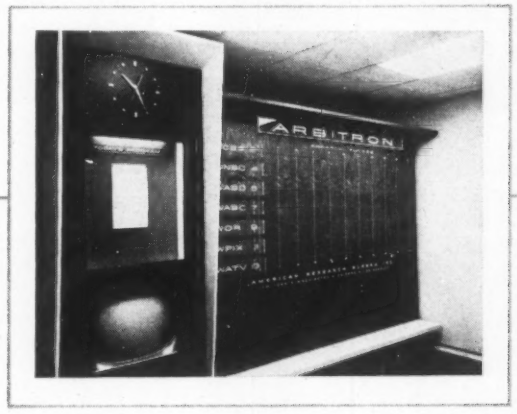
EDITOR:

I have just read your article stating that the public is disillusioned with tv (Nov. 9, page 37). I don't know where you made a poll. . . . I do know that the people I have talked to about his uproar have an entirely different opinion and so do we. . . .

We all like quiz programs and would like to see them all come back. And why not? It didn't cost the public any-

FAMOUS MEASURING INSTRUMENTS: 4

The standard by which others are judged



This is ARBITRON, the unique new electronic measuring instrument which records instantly on a central board the number of television sets turned on at any given moment, and the channels to which they are tuned. This revolutionary new research tool has answered the demand of the television industry for instantaneous audience measurement around the clock. It was developed, in ARB's typical pioneer fashion, for multi-network, multi-million population areas, to furnish *immediate* audience data.

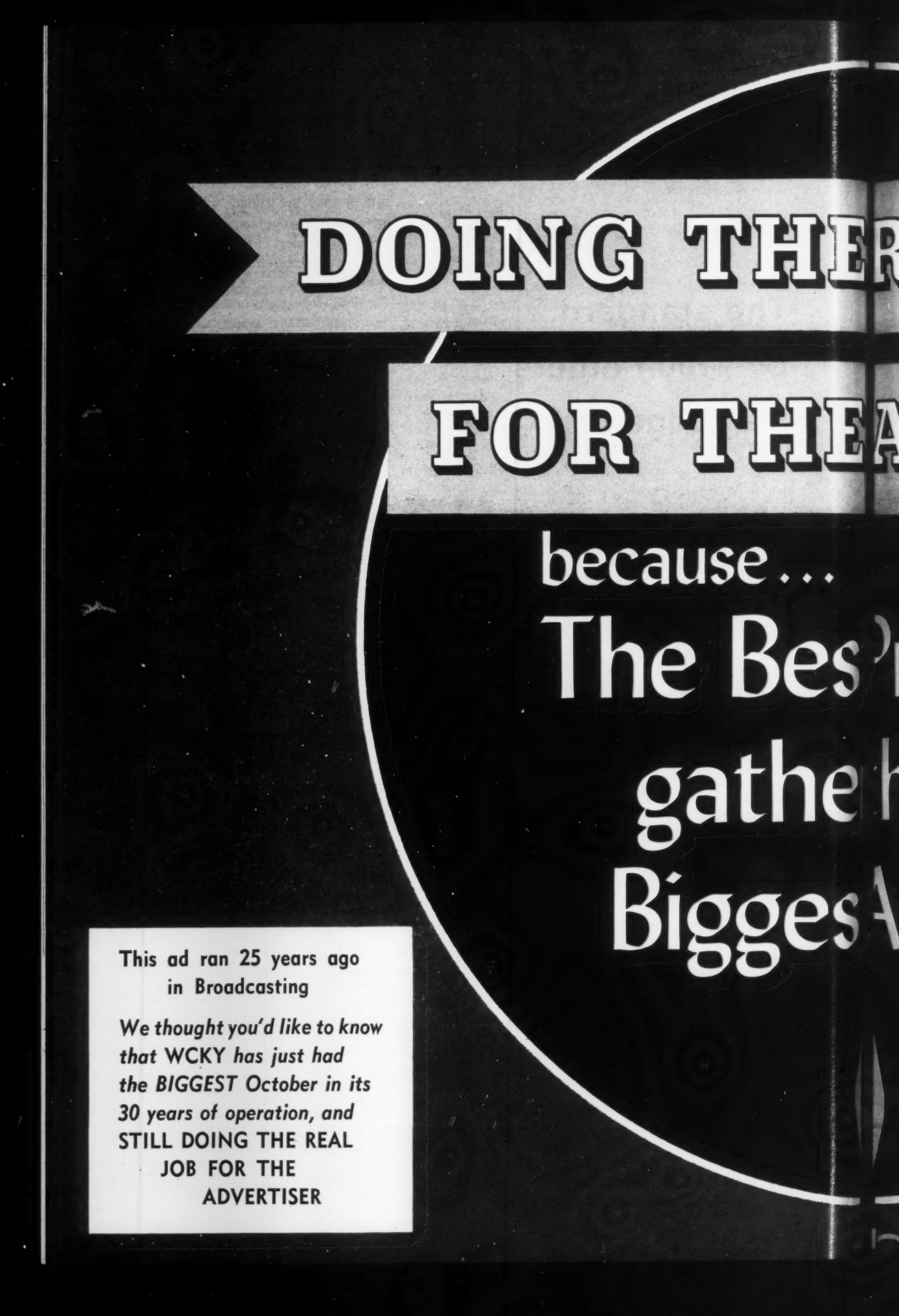
This research brain, a logical development of ARB research which perfected the Diary (still a backbone of ARB service in most markets) lets television and sales executives actually watch minute-by-minute changes in viewing in a metropolitan market —such as New York, where it was introduced. It embodies the *tomorrow* of television research *today*, offering instant ratings on any show within a 90-second period.

ARBITRON is currently providing round-the-clock audience information for the Nation's largest TV market in weekly and monthly summary reports. ARBITRON also provides a network rating index from a multi-market area made up of 7 cities where each network is represented. Clients receive daily reports of network audience activity as well as a monthly summary booklet. Immediate ratings may be had by telephone or any other fast means. On special order, printed breakdowns by 90-second segments can also be furnished . . . all for the ultimate in . . .

Accuracy . . . Reliability . . . Believability

AMERICAN RESEARCH BUREAU, INC.

WASHINGTON NEW YORK CHICAGO LOS ANGELES



This ad ran 25 years ago
in Broadcasting

We thought you'd like to know that WCKY *has just had the BIGGEST October in its 30 years of operation, and*
STILL DOING THE REAL
JOB FOR THE
ADVERTISER

EREAL JOB
EADVERTISER

s Programs
e he
s Audience

L. B. Wilson
WCKY
CINCINNATI

Picture Q*

*What's your WOODquotient?

Market Planning Corp. says most housewives listen between 6:00 — 9:00 a.m. How many more listen to WOOD at that time? 25% 50% 100%

(25% more than the 2nd station, a whopping 100% more than the 3rd!)*

What is the accumulated on-the-air radio experience of our WOODpersonalities?

69 YEARS 99 YEARS 149 YEARS

(149 years . . . all of them successful selling stanzas)

What percentage of Michigan's retail sales — outside Detroit — come from greater WOODland? 20% 30% 40%

(Excluding Detroit, 40% of Michigan's retail sales come from greater WOODland)

WOOD-AM has grown with Western Michigan. How long has it served this area? 25 YEARS 35 YEARS 45 YEARS

(WOOD has been Grand Rapids' only station 16 years, its favorite for 35)

How to rate your WOODquotient:

0 right — Yeah, we know . . . you're in the traffic department.
1-2 right — Never bought spots in the Midwest, eh?
3 right — Fine! Now, about increasing your schedule . . .
4 right — Why aren't you working for Katz?

*WOOD-AM is first—morning, noon, night, Monday through Sunday
March '59 Pulse Grand Rapids—5 county area

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

thing and the government got most of it. . . . The quiz programs were interesting and educational. . . . I don't dislike Charles Van Doren at all. I feel sorry he was made the goat. How many others won and who is to say would you or I have, had we had the chance?

Well, I've said all I can writing and I might just as well tear it up, but I won't. This is just *one* old woman's opinion.

Mrs. Mary McCarrick
Phoenix, Ariz.

EDITOR:

Me too.

Edward M. McCarrick

EDITOR:

A note to express my appreciation for BROADCASTING's leadership in conducting two surveys regarding the public's attitude toward television. . . .

Ralph Renick
Vice President in Charge of News
WTVJ (TV) Miami

[EDITOR'S NOTE: The Philadelphia research firm of Sindlinger & Co. polled citizens coast-to-coast for BROADCASTING both before and after Charles Van Doren's testimony before the House Oversight Subcommittee. The second poll showed a decided switch of public sentiment and loss of face for tv. Polls were published in Nov. 2 and Nov. 9 issues.]

Educational tv report

EDITOR:

We have recently seen a copy of your 1957 report on educational television and wonder if you still have any of the reprints available?

Vivian L. Toewe
California Teachers Assn.
Burlingame, Calif.

[EDITOR'S NOTE: Reprints of the Nov. 11, 1957, article are still available, 5¢ each.]

BOOKS

• *Successful Television and Radio Advertising, by Gene F. Seehafer & Jack W. Laemmar, McGraw-Hill, 330 W. 42nd St., New York 36; 640 pp; $9.75.*

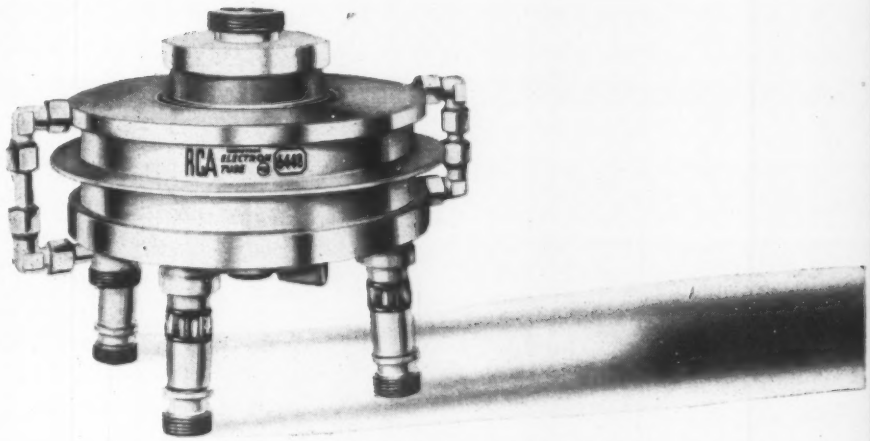
Mr. Seehafer, media supervisor at Needham, Louis & Brorby, and Mr. Laemmar, account executive at J. Walter Thompson, have designed this book as a text for college students and a refresher course for broadcast advertising "practitioners." It's an updated version of their 1951 effort: *Successful Radio and Television Advertising*, which has been widely used in colleges and universities presenting courses on the subject.

This new work gives increased emphasis to television and presents radio in its new-found advertising role. Areas covered include: elements of the commercial broadcasting system, creative

C. E. Smith
WKOW-TV
Madison, Wisconsin

CHIEF ENGINEER'S REPORT ON RCA-6448

12,000 "TROUBLE-FREE" HOURS ON CHANNEL 27... AND NO LET-DOWN IN SIGHT!



Read what Chief Engineer C. E. Smith of WKOW-TV in Madison, Wisconsin, has to say about the RCA-6448 beam power tube:

"One of our RCA-6448's has clocked 12,000 hours of service in our visual power amplifier. Another just passed the 10,500 hour mark in our aural power amplifier. Both tubes are still delivering top performance. Long tube life like this is a big item in keeping transmitter operating expenses down."

Many UHF-TV stations all over the country have discovered that proper care of their RCA-6448's often pays off in *extended service far beyond normal tube life expectancy*. Result: reduced transmitter maintenance and downtime, more hours of service per tube dollar.

Contact your RCA Electron Tube Distributor whenever you need tubes for broadcasting and telecasting operations. He also carries a complete line of high-quality RCA Sound Tape for your convenience.

RADIO CORPORATION OF AMERICA
Electron Tube Division — *Harrison, N. J.*

ANOTHER WAY RCA SERVES THE BROADCASTING INDUSTRY THROUGH ELECTRONICS

HOW TO GET MORE HOURS FROM AN RCA-6448

- Use only high-quality water to fill the water system initially and make provision for continuous regeneration of the system water. (A suitable method is given in the RCA-6448 technical bulletin.) Be liberal with water flow through tube ducts.
- Make certain that electronic protective devices are functioning properly.
- "Break-in" new tube in accordance with instructions in the RCA-6448 technical bulletin.
- Raise filament voltage gradually (prevents undue thermal stresses in the filament). Run both filament sections at same voltage—obtained from well-regulated supply.
- Operate filament at lowest voltage practical for adequate emission (not less than 1.25V per section). During standbys of up to 2 hours reduce filament voltage to 80% of normal value. For longer periods, turn off filament power.
- Avoid stresses at ceramic seals—especially when tightening or removing water fittings.
- Operate spare tubes periodically.
- Keep all tube surfaces CLEAN—to avoid leakage and voltage breakdown.

WHO

The top motion picture stars, listed alphabetically—because who's to get top billing?

Don Ameche
Robert Armstrong
Lew Ayres
Fay Bainter
Lynn Bari
Wendy Barrie
Freddie Bartholomew
Anne Baxter
Warner Baxter
Constance Bennett
Joan Bennett
Wallace Beery
Charles Boyer
Walter Brennan
Virginia Bruce
Spring Byington
Cab Calloway & Band
John Carradine
Charles Coburn
Ronald Colman
Jeanne Crain
Robert Cummings
Dan Dailey
Bebe Daniels
Linda Darnell
Jane Darwell
Joan Davis
Frances Dee
Alan Dinehart
Richard Dix
Brian Donlevy
Stuart Erwin
Alice Faye
Geraldine Fitzgerald
Henry Fonda
Jean Gabin
Judy Garland
Janet Gaynor
Betty Grable
Jack Haley
June Haver
June Havoc
Dick Haymes
Rita Hayworth
Sonja Henie
Lena Horne
Edward Everett Horton
Louis Jouvet
Paul Kelly
Alexander Knox
Laurel and Hardy
Edmund Lowe
Ida Lupino
Fred MacMurray
Fredric March
Tony Martin
Victor Mature
Joel McCrea
Victor McLaglen
Adolphe Menjou
Borah Minevitch & his Rascals
Thomas Mitchell
Frank Morgan
Jack Oakie
Maureen O'Hara
John Payne
Zasu Pitts
Tyrone Power
Claude Rains
Basil Rathbone
Ritz Brothers
Bill Robinson
Will Rogers
Cesar Romero
Phil Silvers
Ann Sothern
Barbara Stanwyck
Lawrence Tibbett
Gene Tierney
Spencer Tracy
Claire Trevor
Clifton Webb
Loretta Young
Robert Young

WHAT

54 great motion pictures including such great films as

The Razor's Edge
Wilson
The Farmer Takes a Wife
Sweet Rosie O'Grady
The Mighty Barnum
Grapes of Wrath
Mark of Zorro
Stormy Weather
Moontide
My Gal Sal
Banjo On My Knee
Dolly Sisters
The Affairs of Cellini
Moon Over Miami
Adventures of Sherlock Holmes
Heart of a Nation
Hello, Frisco, Hello
Kidnapped
Metropolitan
Give My Regards to Broadway
Man Who Broke the Bank at Monte Carlo
Cafe Metropole
...and lots more!

54 TOP QUALITY FEATURE FILMS FOR TELEVISION... AVAILABLE NOW!

NTA OFFICES:

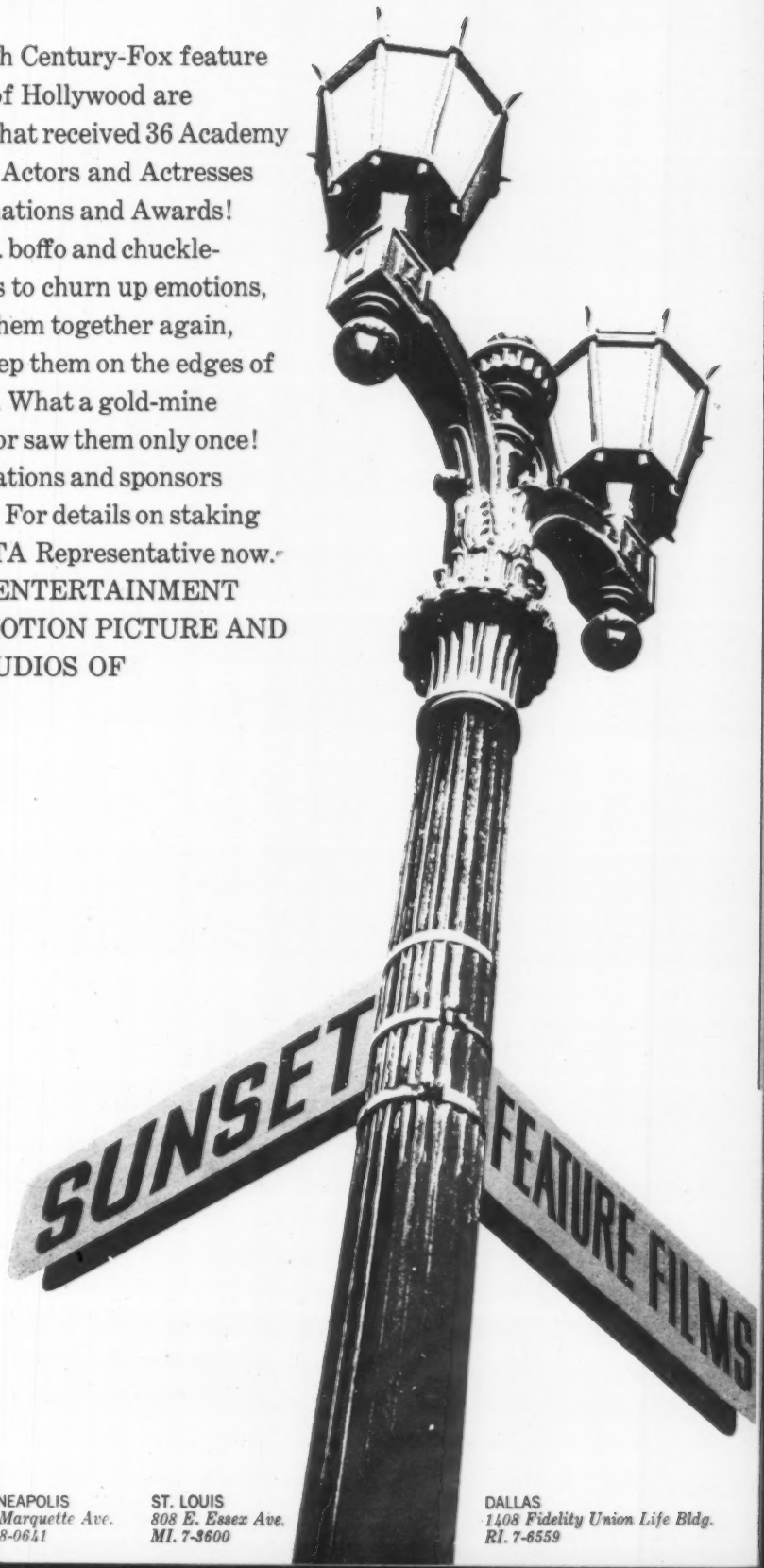
BEVERLY HILLS	SAN FRANCISCO	NEW YORK	ATLANTA	MEMPHIS	PITTSBURGH
250 No. Canon Drive	*99 Hayes Street*	*10 Columbus Circle*	*1401 Peachtree N.E.*	*2605 Sterick Bldg.*	*336 North Ralph Ave*
CR. 4-8781	*UN. 3-4344*	*JU. 2-7300*	*TR. 3-3343*	*JA. 6-1565*	*PO. 6-5300*

WHY

Because these treasured 20th Century-Fox feature films from the Golden Age of Hollywood are brand new for TV. Pictures that received 36 Academy Awards and nominations... Actors and Actresses who won 73 Academy nominations and Awards! Forceful social documents... boffo and chuckle-arousing pictures... pictures to churn up emotions, tear viewers apart and put them together again, but—most important—to keep them on the edges of their sets for hours at a time. What a gold-mine for people who missed them or saw them only once! And what a gold-mine for stations and sponsors quick enough to tie them up! For details on staking a claim first, contact your NTA Representative now.

THERE'S NO GREATER ENTERTAINMENT THAN A TOP QUALITY MOTION PICTURE AND THEY'RE FROM THE STUDIOS OF 20TH-CENTURY FOX.

NTA



CHICAGO
612 N. Michigan Ave.
MI. 2-5561

BOSTON
Statler Hotel Office Bldg.
LI. 2-9633

MINNEAPOLIS
527 Marquette Ave.
FE. 8-0641

ST. LOUIS
808 E. Essex Ave.
MI. 7-3600

DALLAS
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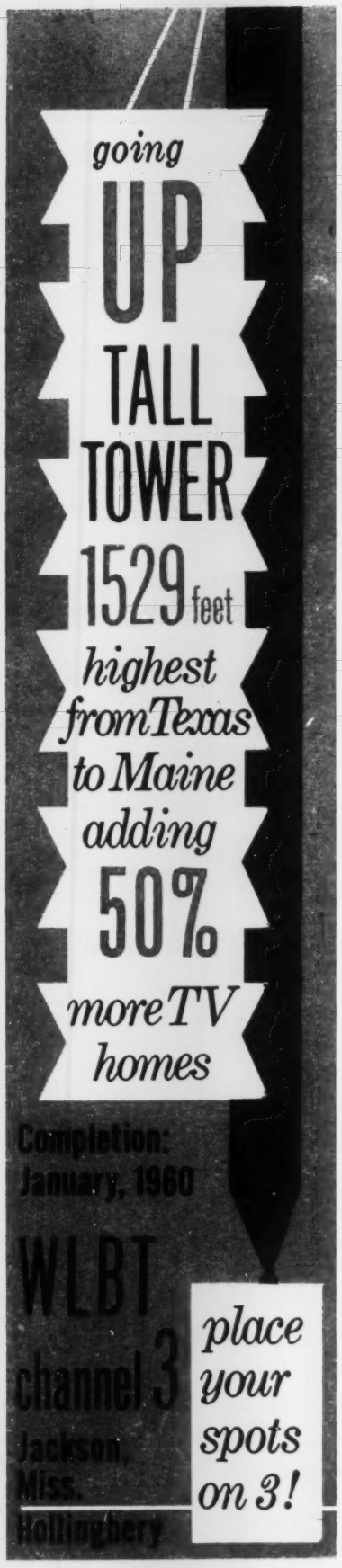

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BROADCASTING

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tv-radio programs and commercials, tv-radio advertising research, retail and national tv-radio campaigns and tv-radio station management.

Prior to compiling the book, the authors interviewed 196 leaders in all facets of the broadcasting industry and received special counsel from the NAB, TvB, RAB, Station Representatives Assn., and Canadian Assn. of Radio & Television Broadcasters. The foreward was written by Dr. Frank Stanton, president of CBS.

• *"Workbook for Radio and Tv news editing and writing" by Arthur Wimer & Dale Brix, Wm. C. Brown Co., Dubuque, Iowa, 349 pp.; $5.00.*

No aspiring Huntley-Brinkley should be without this informative manual which is designed to offer a comprehensive study of media news writing and editing.

Aside from the familiar style manual and usual "how to" fare, the book explores the lesser known realms of press release rewrites, advice from lawyers regarding libel and slander, special tv news techniques, the problem of taste, and the fascinating topic of news brief humor.

Writing for aural presentation demands special techniques, the authors point out, a fact too many broadcasters choose to ignore. To prove their point, copy conversion from wire services to broadcast scripts are cleverly illustrated.

Although primarily designed for beginners, the workbook's wide range of topics makes it almost indispensable as well for the hardened veteran.

• *The Announcer's Handbook, by Ben Graf Henneke & Edward S. Dumit, Rinehart & Co., 232 Madison Ave., New York 16; 293 pp; $4.*

Designed for the practicing announcer and the career-minded student, this book is composed primarily of drills of actual commercial continuity supplied by radio-tv stations, sponsors and ad agencies.

The book is a worthy candidate as an announcer's text if for no other reason than it seeks on its opening pages to deglamorize the profession a bit by warning neophytes that the announcer's lot is not as glamorous as it appears to the public.

Taking a realistic approach, the authors point out such routine chores at small stations as answering telephones, pulling teletype copy, taking remote transmitter readings and the proverbial "emptying the ash trays."

The drills run the gamut from newscasts to re-creation of sports events via telegraphed accounts and foreign language drills.

COSTUME BY SCAASI • PHOTOGRAPHED BY PETER FINK

Dressed for the occasion...ready to enjoy the rewards of maturity and success...to participate with others in the exciting events of the season...a "metropolitan" personality.

METROPOLITAN BROADCASTING CORPORATION

205 East 67 Street, New York 21, N. Y.

WNEW TV — *New York City*

WTTG TV — *Washington, D.C.*

WNEW AM·FM — *New York City*

WHK AM·FM — *Cleveland*

Arrangement by CARREN'S FLOWERS, Dallas

Beauty through simplicity, so often overlooked by the novice, but paramount in the hands of one who possesses a quality touch.

This symbolic tribute to the season is offered to convey our wishes for a bountiful harvest to each of you. And, too, may we take this opportunity to say thanks again for your recognition and help in making this quality touch a highly rewarding facet of our own operations.

Represented by

Edward Petry & Co., Inc

The Original Station Representative

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Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

AT DEADLINE

LATE NEWSBREAKS ON THIS AND THE NEXT PAGE • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 37

Payola probers to quiz disc jockeys, others

House Legislative Oversight Subcommittee will spend next two weeks questioning disc jockeys and others in radio-tv in six cities—Boston, Chicago, Los Angeles, Milwaukee, New York and Detroit—about all phases of "payola racket." They may also go to Miami, but can't possibly cover all cities where there have been complaints, Raymond W. Martin Jr., subcommittee staffer, said.

He said House group has received complaints from parents and others about rock-and-roll and music aimed at teenagers and that some complain about suggestive lyrics. Subcommittee is not probing content and will investigate these only when they are connected to payola, he said.

Probe will cover payoffs to d.j.s to plug tunes, secret payments for plugging products and persons on radio and tv and alleged interests held by disc jockeys and other performers in recording and music publishing firms. Mr. Martin said staffers talked to tv star Dick Clark and his manager last week but aren't telling what they found (see story page 96). Some of complaints to House unit involve other name air personalities, he said.

Record books seized

In offshoot of Congressional investigation into alleged "payola practices" by disc jockeys (see story page 96), New York District Attorney's office has subpoenaed books and records of 11 companies in New York. District Attorney Frank Hogan noted that "no inferences should be drawn from issuance of subpoenas . . . There is no reflection on any of the companies whose records have been subpoenaed. Companies were listed as: Dot Records Inc., Kapp Records Inc., S. & S. Assoc. Inc., Cadence Records Inc., Jay Gee Records Co., Roulette Records Inc., King Records Inc., Liberty Records Inc., Gone Recording Corp., Coral Records Inc. and Imperial Records Inc.

Quiz secrets buried

Ruling against making public 12,000-word grand jury findings used by House Legislative Oversight Subcommittee as basis of its probe into tv quiz programs was issued Nov. 19 by General Sessions Judge Mitchell D. Schweitzer, who turned over presentment to House group last August. Judge Schweitzer said: "Where private citizens are involved, the function of the grand jury ends when it determines that no crime has been committed."

CBS exile ends

Soviet Union will allow CBS network to reopen news bureau in Moscow, network announced Nov. 19. Network was barred from country 13 months ago following Soviet protest of *Playhouse 90* production entitled "The Plot to Kill Stalin." John F. Day, director of CBS News, said correspondent will be named shortly and bureau reopened immediately thereafter. Paul Niven, who held post at time Soviets ejected network, is considered likely for assignment.

TvB drafts sales plans, defers film action

Sales Advisory Committee of Television Bureau of Advertising meeting in Chicago has drafted plans for 1960 sales clinics, scheduled in May and June. Appointed co-chairmen of committee were John Dickinson, of Harrington, Righter & Parsons, and H. P. Lasker, Crosley Broadcasting Corp. They succeeded John Denninger, Blair Tv, and Jay J. Heitin, WRCA-TV New York (early TvB story page 69).

Speakers were Watts Wacker, vice president-media director, D. P. Brother & Co.; Joseph McMahon, advertising director, Joseph Schlitz Brewing Co.; Herman McEvoy, senior vice president, and Fred Davis, vice president-marketing director, Cunningham & Walsh; William Hamilton, Polk Bros., Chicago radio-tv-appliance chain.

No decision reportedly was taken Nov. 19 by TvB board on whether to admit tv film packagers and distributors to full or associate membership (CLOSED CIRCUIT, Nov. 16).

GM signs Danny Kaye

Exclusive tv contract for services of Danny Kaye signed Nov. 19 by General Motors Corp., Detroit. Pact covers three-year period. No network, time or show has been selected. Mr. Kaye will appear once each year in one-hour show, starting in fall of 1960. Campbell-Ewald, Detroit, is agency. General Motors said programs will mark commercial tv debut of comedian, who has appeared on medium for United Nations charities.

Doerfer states views on procedural bills

FCC Chairman John C. Doerfer told Senate subcommittee Nov. 18 that if pending bill designed to curb ex-parte contacts is passed, "a great deal of litigation may result which would challenge . . ." FCC decisions. He appeared before Judiciary Subcommittee on Administrative Practices & Procedures to express FCC views on S 2374, establishing standards of conduct for agency hearings, and S 600, which would establish an Office on Federal Administrative Practice.

Comr. Doerfer said FCC is in complete accord with objective of S 2374—to make unlawful improper ex-parte communications — but that Commission's own proposal, S 1734, would better accomplish that end. S 1734 has been approved by Senate Commerce Committee and will be on calendar when Congress resumes in January.

Chairman Doerfer also expressed opposition to S 600.

Sarnoff tweaks 'Time'

NBC Chairman Robert Sarnoff on Friday (Nov. 20) answered *Time* magazine's Nov. 16 attack on television by suggesting that Time Inc. might disaffiliate its stations, one of which is on NBC-TV (WFBM-TV Indianapolis) and "open new horizons for tv by developing their own creative programming, concentrating on the type of cultural, informational and educational fare that the editors of *Time* find in such short supply on the air today." Writing one of his regular "letters" to tv-radio editors, Mr. Sarnoff also suggested that *Time* "use its news columns to keep the public, and the rest of the industry, apprised of its progress in meeting its own published standards of television quality. To this type of news, the industry would pay close attention indeed."

Asks prop-card ruling

Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee wants to know what Federal Trade Commission is doing about prop cards carrying sponsor's or his product's name throughout tv program and whether FTC considers whole period to be advertising with "performance merely designed to attract viewers to the advertisement." He asked FTC head if agency needs legislation to protect public interest in this matter and asked for full report on FTC's monitoring program (see page 92).

AT DEADLINE CONTINUED

Hayes says CBS Radio is on profitable basis

Less than a year after it was started, Program Consolidation Plan (PCP) has put CBS Radio "on a workable—and profitable—basis," Arthur Hull Hayes, network president, reaffirmed in speech prepared for delivery Nov. 20 before Chicago Broadcast Advertising Club. He said that as result of PCP, which pays stations primarily in programs rather than money, "we're making a profit" and that fourth quarter this year "will be the most profitable quarter experienced by the CBS Radio Network in four years." In line with his earlier statements on PCP profitability, this was construed to mean CBS Radio was making profit in fourth quarter but not for full year 1959.

Mr. Hayes also had some apparent criticism for NBC Radio's new plan, in which most entertainment programming will be sold for fee rather than fed on conventional networking basis. In furnishing entertainment programming, he said, CBS Radio hopes "that our affiliated stations will then not be one of the pack but one apart from the pack in each market."

CBS signs 5, loses 2

CBS Radio signed five affiliates last week, but also was served notice it would lose two southern affiliates early next year. WKNE Keene, N.H., which withdrew from CBS Radio affiliation last year when network's Program Consolidation Plan went into effect, yesterday (Nov. 22), re-tied bond. Also announced are new affiliations with WBRK Pittsfield, Mass.; WKNY Kingston, N.Y.; WKVT Brattleboro, Vt., and KREX Grand Junction, Colo.

CBS meanwhile confirmed reports that WBRC Birmingham, Ala., is dropping its affiliation Jan. 4, 1960, and that WPLO Atlanta is leaving on same date to go independent, like other Plough Inc. stations. Officials said replacements in network lineup would be announced shortly.

WEEK'S HEADLINERS

JOSEPH H. REAM, vp in charge of Washington office of CBS Inc., transferred to New York headquarters as vp in charge of newly created department of program practices, Television Network. He will be succeeded in Washington by EDMUND C. BUNKER, now vp and general sales manager of CBS Tv Network. Both appointments effective today (Monday). Mr. Ream, 56, former executive vp of CBS, rejoined network in September 1957 after four-year retirement in Tallahassee, Fla. For year prior to rejoining CBS, he was deputy director of National Security Agency in Washington. In his new post, Mr. Ream will implement new network program policy enunciated by CBS Inc. President Frank Stanton as outgrowth of Congressional inquiry into programming and covered in Nov. 17 "memo" of James T. Aubrey, Jr., executive vp, Television Network (see page 98). Herbert A. Carlborg, director, editing department, will report to Mr. Ream. Mr. Bunker joined CBS-TV as account executive in 1952 and was sales manager of KNXT (TV) Los Angeles and general manager of WXIX (TV) Milwaukee prior to moving into vice presidential ranks at headquarters. Mr. Bunker, 44, was born in Balboa, Panama Canal Zone, but was reared in Charleston, S.C. Prior to war, in which he served as Navy pilot, he worked at WCSC Charleston, WTOC Savannah and WIS Columbia, S.C. Mr. Bunker has legal background also. Mr. Ream will move to New York Jan. 1 and until then will divide his time between offices.

MR. REAM

MR. BUNKER

KENNETH W. BILBY, NBC executive vp for public relations, is slated to move over to parent RCA organization in similar position about Jan. 1, it was reported last week. He joined NBC in 1954 after about two years on RCA and NBC accounts for Carl Byoir public relations firm. His successor was not disclosed immediately. Mr. Bilby will succeed EWEN C. ANDERSON, public relations executive vp, who has been ill. Mr. Bilby was on *New York Herald Tribune* as United Nations and foreign correspondent before joining Byoir.

MR. BILBY

BENNET H. KORN, HARVEY L. GLASCOCK JR. and JACK G. THAYER were appointed to new posts by Metropolitan Broadcasting Corp. last week. Mr. Korn, vp in charge of television operations and general manager of WNEW-TV New York, has been elected executive vp in charge of television for Metropolitan. Firm's other tv properties are WTTG (TV) Washington and two new purchases which await FCC approval, WTVH (TV) Peoria, Ill., and KOVR (TV) Stockton, Calif. Mr. Glascock, vp and general manager of WHK Cleveland, has been appointed assistant to John W. Kluge, president of Metropolitan. Mr. Thayer, general manager of KFRC San Francisco, joins Metropolitan organization as general manager of WHK. Mr. Korn, before assuming tv operations vice presidency of Metropolitan, was sales vp of WNEW-TV and previously account executive for WNEW. Mr. Glascock was national sales director for Kluge Radio in 1958-59 and earlier was executive vp-general manager of WKDA Nashville and commercial manager of WMAL-AM-FM-TV Washington. Mr. Thayer was general manager of WDGY Minneapolis before going to San Francisco. Metropolitan's radio stations are WNEW-AM-FM, WHK-AM-FM and (pending FCC approval of its purchase) WIP Philadelphia.

MR. KORN

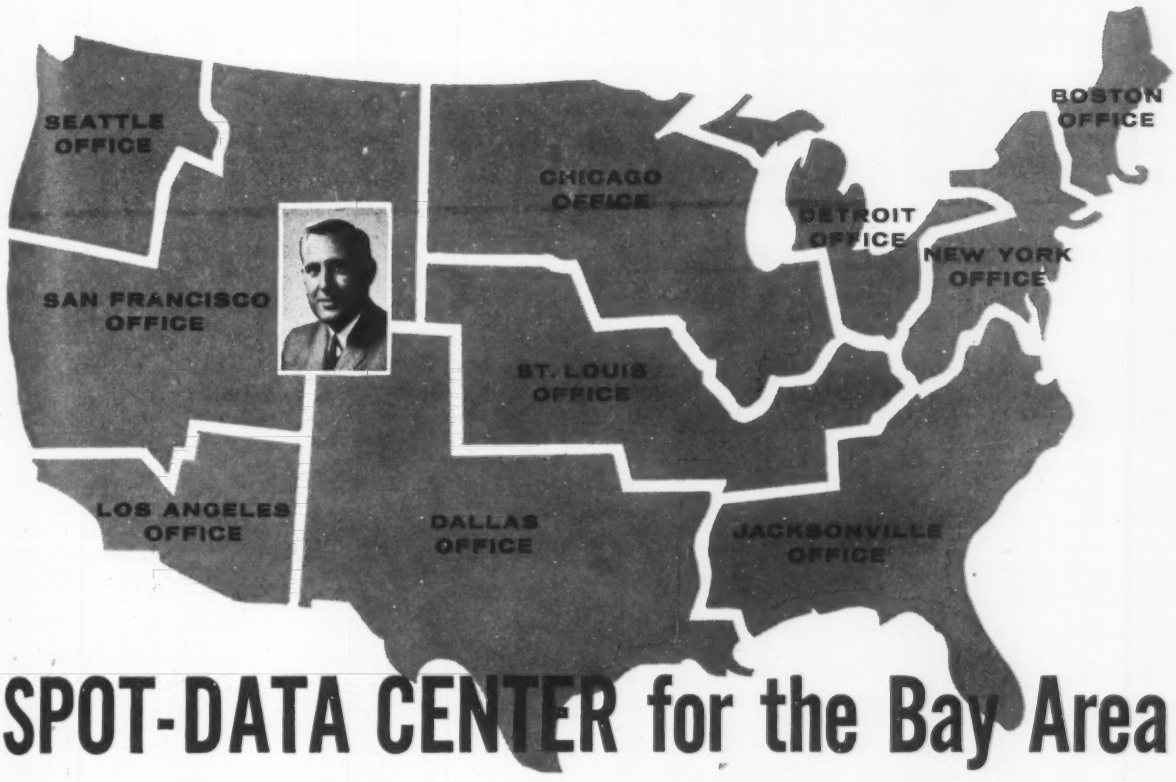
MR. GLASCOCK

MR. THAYER

LESTER GOTTLIEB, CBS-TV program executive, has resigned to join General Artists Corp. as staff vp assigned to tv effective Nov. 30. He has been with CBS for 12 years in various programming capacities, including vice president in charge of network radio programs. Earlier, Mr. Gottlieb had been with Young & Rubicam, New York, for four years, initially as head of publicity division and later as supervisor of radio talent division and producer of *We, the People*.

MR. GOTTLIEB

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



SPOT-DATA CENTER for the Bay Area

NED SMITH, *manager of our San Francisco office, one of ten offices providing fast, efficient service to Advertising throughout the U.S.–service that helps advertising dollars deliver extra value.*

Manufacturing is California's major industry – a fact often surprising to those who think of the state mainly in terms of fruit or film. In just six years following World War II, California's industrial production more than doubled.

In helping west coast industries get a greater share of America's consumer dollars, Spot Television has played a big part. And in 25 key markets, the stations that consistently deliver top selling-power per dollar are represented by Blair-TV.

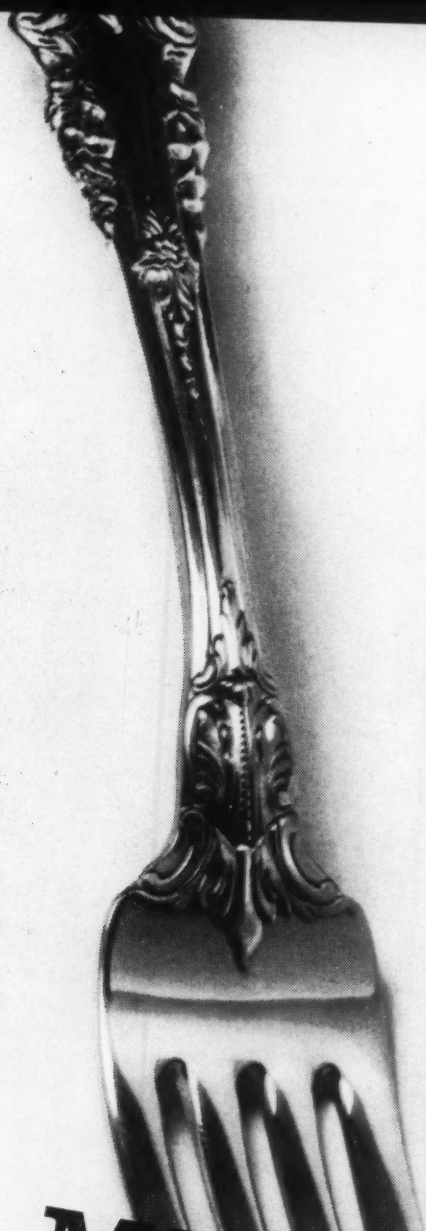
Efficient time-buying demands accurate down-to-the-minute data on these markets and stations – data instantly available to the Bay Area through our San Francisco office.

Blair-TV operates on this basic principle: that alert informed representation is a service vital not only to stations but also to all Advertising, and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve effectively. Today these stations cover 56 percent of America's population – virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV – New York
W-TEN – Albany-Schenectady-Troy
WFBG-TV – Altoona-Johnstown
WNBF-TV – Binghamton
WHDH-TV – Boston
WBKB – Chicago
WCPO-TV – Cincinnati
WEWS – Cleveland
WBNS-TV – Columbus
KFJZ-TV – Dallas-Ft. Worth
WXYZ-TV – Detroit
KFRE-TV – Fresno
WNHC-TV – Hartford-New Haven
KTTV – Los Angeles
WMCT – Memphis
WDSU-TV – New Orleans
WOW-TV – Omaha-Council Bluff
WFIL-TV – Philadelphia
WIIC – Pittsburgh
KGW-TV – Portland
WPRO-TV – Providence
KGO-TV – San Francisco
KING-TV – Seattle-Tacoma
KTVI – St. Louis
WFLA-TV – Tampa-St. Petersburg



RARE

"A little idea goes a long way on a good radio station," writes Courtland Ferguson, president of the Washington advertising agency of the same name. "A little teaser campaign on WRC Radio–10-second spots, 22 times a week, for our client Parchey's Restaurant–asked the question 'How do you pronounce it, Parcheese or Parshay's?' As a result, innumerable people came into the restaurant and asked the proprietor and the waiters, 'How do you pronounce it, Parcheese or Parshay's?'"

MEDIUM

This kind of new-customer curiosity is living proof of the positive action—buying action—that advertisers earn from the use of "The Sound of Quality" on NBC Owned • 980 in Washington, D.C. Sold by NBC Spot Sales

WRC

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

November 23, 1959
Vol. 57 No. 21

THE TOP 50 AGENCIES IN RADIO-TV

- **J. Walter Thompson leads with new record billings**
- **McCann-Erickson, Young & Rubicam rank second, third**
- **Ted Bates still is biggest agency in spot broadcasting**

J. Walter Thompson Co. is No. 1 in the ranking of top radio-tv agencies. Its mark is $124.5 million for 1959, or $11 million more than its record billing in 1958.

The new JWT level was achieved in a year when most of the top 50 agencies increased their radio-tv billing, a number of individual agencies breaking through their broadcast ceilings.

Total 1959 broadcast billings of the top 50 agencies included in BROADCASTING's eighth annual survey of the leading broadcast agencies in the U.S. came to $1.5 billion, up from $1.3 billion in 1958

JWT created a new all-time high in tv billing, compiling a weighty $110.5 million during the year. Its tv network servicing alone ran to a first-time level of $92 million—this figure topping the network-spot combined tv billing of any of the other leading agencies.

According to the survey McCann-Erickson shot to a new level of $108 million to remain firm in second place; Young & Rubicam soared to $102.5 million as the agency in third position. Ted Bates increased both network and spot tv to come in fourth (passing BBDO) with $95 million, a gain of $11 million.

Bates scored on another point. The agency retained its lead in spot supremacy. The total: $50 million, and a new record compiled by Bates. BBDO was a high spot biller, its total (radio and tv) coming to $41 million, while McCann-Erickson billed $37 million in combined spot.

Others in the "Top 10" in total broadcast billings were BBDO with $88 million; Benton & Bowles with $75.9 million, a gain of $9.4 million; Leo Burnett at $58.6 million, up $4.3 million; Dancer-Fitzgerald-Sample with $58 million, an increase of $9.3 million; N. W. Ayer with $51.8 million, a boost of $6.8 million, and Kenyon & Eckhardt with $47 million, a hike of $9.8 million.

Agency toppers in radio found McCann-Erickson at the pinnacle with $18 million billing; Ayer next with $16 million; BBDO just behind at $15 million, followed closely by JWT with $14 million and Y&R with $13.5 million.

Generally, radio showed up quite well among the top 20 agencies, despite some nibbling away in network radio levels at many of the agencies.

In tv-only billings, JWT was first with its $110.5 million; McCann and Bates shared the second spot with $90 million each; Young & Rubicam next with $89 million; Benton & Bowles' $73.7 million in tv edged BBDO's $73 million.

Interviews with spokesmen of the top agencies indicated that network provided the hypo for most increases which were substantial. Few cited high costs of tv, though in certain instances this may have been a factor. Some agencies increased their radio billing—for example, JWT was up $2 million, McCann increased $3 million; Ayer went up $1 million.

JWT has been in the No. 1 spot for the second straight year and now is billing nearly five times the annual combined radio-tv figure it registered eight years ago when BROADCASTING's survey was first taken.

The figures represent expenditures for time and talent in both network and spot during the calendar year but do not include commitments made for next year.

Among the tv network boosters were numerous specials, a number of advertisers entering this form of sponsorship for the first time.

Also recorded were many advertisers going into network tv for the first time. They are detailed in the summary of the agencies listed, starting on page 38.

In the list of 50 agencies the "cut off" level has risen in accord with the increased billing all down the line. Last year the 50th agency billed $5 million, this year the last agency on the list came in at $6 million.

THE BILLINGS OF ALL 50, PROFILES: pages 38-39

AGENCY PROFILES:

Here are the top 50 agencies and summaries of their broadcast business in 1959:

J. WALTER THOMPSON CO.: *Combined tv-radio billing $124.5 million: $110.5 million in television ($92 million in network, $18.5 million in spot); $14 million in radio ($4.5 million in network, $9.5 million in spot); tv- radio share of overall billing: 45%.*

JWT's billing in 1959 hit a new all-time high of $124.5 million in tv-radio, a pickup in a year of $11 million. The new billing solidifies the J. Walter Thompson grip on the No. 1 spot among the top 50 broadcast billers.

In reaching the new level, JWT increased the $11.5 million lap over McCann-Erickson that existed in 1958 to a $16.5 million difference this year. JWT's broadcast billing now represents nearly five times what it billed in the media only seven years ago.

Largest chunk of the $11 million added this year was provided in network by higher-budgeted series, such as Ford's *Startime* and Kraft Foods' *Perry Como* sponsorships on NBC-TV.

The fourth quarter, as it did a year ago at this time, looms lush and bright, once again moving spokesmen at the agency to speak of full-year estimates as being possibly "conservative."

The ribs of JWT's network tv structure include the Kraft-Como sponsorship; Ford's *Startime* as well as *Tennessee Ernie Ford* and half of *Wagon Train* (all NBC-TV); Lever's full backing of Jack Benny-George Gobel on CBS-TV; Eastman-Kodak's half of *Ed Sullivan Show* (CBS-TV); Scott Paper and Lever togetherness in *Father Knows Best* (CBS-TV); Eastman and Quaker Oats on *Ozzie & Harriet* (ABC-TV); Lever's half of *Have Gun, Will Travel* on CBS-TV; Joseph Schlitz' full tab of *Markham* on CBS-TV.

Added to these basic shows are 7-Up's participation in *Alaskans, Adventures in Paradise* and *The Untouchables* on ABC-TV; Elgin Watch's specials; Brewery Foundation's specials and Pharma-Craft's alternate-week sponsorship of *Richard Diamond—Detective* on NBC-TV. A number of daytime network shows are represented in the purchases of JWT's clients.

Spot tv is up at least $1 million more (nearly all of the clients listed in network are also in spot).

Standard Brands, which along with RCA and Oscar Mayer, was a new account in 1959, is represented by JWT in its alternate-week sponsorship in

TOP 50 AGENCIES . . .

		Combined Broadcast Billing
1.	J. WALTER THOMPSON	$124.5
2.	MC CANN-ERICKSON	108
3.	YOUNG & RUBICAM	102.5
4.	TED BATES	95
5.	BBDO	88
6.	BENTON & BOWLES	75.9
7.	LEO BURNETT	58.6
8.	DANCER-FITZGERALD-SAMPLE	58
9.	N. W. AYER	51.8
10.	KENYON & ECKHARDT	47
11.	COMPTON	43.9
12.	LENNEN & NEWELL	42.1
13.	WILLIAM ESTY	41.5
14.	FOOTE, CONE & BELDING	40.3
15.	SULLIVAN, STAUFFER, COLWELL & BAYLES	32
16.	CAMPBELL-EWALD	30
17.	CUNNINGHAM & WALSH	30
18.	GREY	22.1
19.	GEOFFREY WADE	21.84
20.	D'ARCY	21
21.	TATHAM-LAIRD	20.2
22.	NEEDHAM, LOUIS & BRORBY	19.2
23.	MAXON	17
24.	ERWIN WASEY, RUTHRAUFF & RYAN	17
25.	PARKSON	16.48
26.	CAMPBELL-MITHUN	16
27.	OGILVY, BENSON & MATHER	14.8
28.	GRANT	14.65
29.	NORMAN, CRAIG & KUMMEL	14.6
30.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	14.5
31.	GARDNER	14.24
32.	W. B. DONER	11.7
33.	FULLER & SMITH & ROSS	11
34.	GUILD, BASCOM & BONFIGLI	10.6
35.	FLETCHER RICHARDS, CALKINS & HOLDEN	10.1
36.	KEYES, MADDEN & JONES	9.83
37.	DOYLE DANE BERNBACH	9.75
38.	MOGUL WILLIAMS & SAYLOR	9.6
39.	GEYER, MOREY, MADDEN & BALLARD	9.6
40.	NORTH	9.45
41.	D. P. BROTHER	9.4
42.	WARWICK & LEGLER	8.9
43.	COHEN, DOWD & ALESHIRE	8.7
44.	KNOX REEVES	7.8
45.	DONAHUE & COE	7.5
46.	HONIG-COOPER, HARRINGTON & MINER	7.5
47.	REACH, MC CLINTON	7.5
48.	EDWARD WEISS	7.5
49.	GORDON BEST	6.8
50.	MC MANUS, JOHN & ADAMS	6.4

AND THEIR 1959 RADIO-TV BILLINGS

Dollar Figures Are Millions

Total $	Tv Network	Tv Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change From 1957	
110.5	$92	$18.5	$14	$4.5	$9.5	45%	+$11	1
80	69	21	18	2	16	52.5%	+ 6	2
80.5	67	22	13.5	4	9.5	41%	+ 7.3	3
50	43	47	5	2	3	80%	+ 11	4
73	44	29	15	3	12	40%	None	5
73.7	40.53	33.17	2.2	0.25	1.95	69%	+ 9.4	6
45.7	36.2	19.5	2.9	0.4	2.5	51.8%	+ 4.3	7
58.3	37	14.3	6.7	2.2	4.5	65%	+ 9.3	8
35.8	20	15.8	16	3	13	37%	+ 6.8	9
49.9	32	7.9	7.1	1.0	6.1	50%	+ 9.8	10
41.6	23.4	18.2	2.3	0.8	1.5	56%	— 3.35	11
38.2	29.4	8.8	3.9	0.1	3.8	53%	+ 2	12
36	30.5	5.5	5.5	2	3.5	60%	+ 2.5	13
35.7	28.9	6.8	4.6	0.9	3.7	45%	+ 4.8	14
25.6	17.2	8.4	6.4	—	6.4	68%	+ 2	15
25.5	20.5	5	4.5	3	1.5	33%	None	16
21	8	13	9	2.5	6.5	50%	+ 8	17
15.4	11.1	4.3	6.7	1.25	5.45	48.5%	+ 5.6	18
20.79	13.73	7.06	1.05	—	1.05	82%	+ 3.24	19
15	6	9	6	—	6	36%	+ 5.5	20
18	8.5	9.5	2.2	0.6	1.6	66%	+ 9.2	21
16.2	13	3.2	3	0.1	2.9	51%	+ 2.4	22
15.9	14.2	1.7	1.1	0.7	0.4	55%	+ 0.2	23
10.7	6.5	4.2	6.3	2.8	3.5	30%	+ 0.5	24
16.2	15.75	0.45	0.28	—	0.28	90%	+ 0.68	25
12	8	4	4	—	4	44%	+ 0.5	26
12.8	8.4	4.4	2	0.5	1.5	62%	+ 4.7	27
12	8.5	3.5	2.6	0.1	2.5	33%	— 0.85	28
13.6	6.2	7.4	1	—	1	50%	None	29
12.1	10	2.1	2.4	0.5	1.9	57%	+ 1.5	30
11.5	6.3	5.2	2.74	0.57	2.17	53.8%	+ 2.74	31
7.1	4.8	2.3	4.6	0.5	4.1	58%	*	32
10.25	9.6	0.65	0.75	0.75	—	24%	+ 2	33
8.7	4.9	3.8	1.9	—	1.9	80%	+ 2.3	34
7.4	2.84	4.56	2.7	0.1	2.6	33.3%	+ 5.1	35
8.44	2.35	6.09	1.39	0.35	1.04	48.8%	+ 2.12	36
8.6	5.3	3.3	1.15	0.05	1.1	35%	+ 1.95	37
7.4	2.7	4.7	2.2	—	2.2	50%	+ 2.11	38
5.1	2.6	2.5	4.5	2	2.5	33%	+ 3.7	39
9.25	7.35	1.9	0.2	—	0.2	63%	+ 1.05	40
8.5	8	0.5	0.9	0.25	0.65	30%	+ 0.25	41
7.3	3.8	3.5	1.6	0.9	0.7	40%	+ 1.9	42
4.6	1.1	3.5	4.1	1	3.1	55%	+ 1.7	43
7.4	5.5	1.9	0.4	—	0.4	73%	*	44
5.5	2	3.5	2	—	2	30%	+ 0.3	45
6.25	—	6.25	1.25	—	1.25	47%	+ 2.5	46
7	4	3	0.5	—	0.5	33.3%	+ 1.44	47
7.1	5.6	1.5	0.4	0.3	0.1	40%	+ 1.8	48
5.7	2.1	3.6	1.1	0.4	0.7	63%	None	49
4.4	2.9	1.5	2	0.6	1.4	16.4%	— 2.11	50

**Indicates agency was not listed in top 50 last year.*

Fibber McGee & Molly, a new show on NBC-TV. RCA's considerable network investment (all NBC-TV) will be showing up in JWT's billing next year. Sylvania and Church & Dwight left the client roster during the year.

In radio, Ford Dealers upped their use of spot; network remained about the same. Ford Div. of Ford Motor Co. made liberal use of *Monitor* on NBC radio, particularly to introduce its Falcon entry in the compact car field.

McCANN - ERICKSON: *Combined tv-radio billing $108 million; $90 million in television ($69 million in network, $21 million in spot); $18 million in radio ($2 million in network, $16 million in spot); tv-radio share of overall billing: 52.5%.*

McCann-Erickson in 1959 hit the highest radio-tv level in the agency's history by billing $108 million in broadcasting. Similar to the JWT pattern, McCann-Erickson picked up the most in network tv, an $8 million increase that more than made up for a drop in spot tv. The agency also registered a gain in radio billing.

In network tv, McCann-Erickson billed some $47 million in regularly scheduled nighttime programming; about $11 million more in specials and another $11 million in daytime shows.

During the year, network billing at M-E came from Chesterfield, Bulova, Buick, Helene Curtis, Bell & Howell, Tums, Swift, Nestle, National Biscuit and Coca-Cola. While Esso, Nestle, Liggett & Myers (Chesterfield and Duke), Coca-Cola, Corn Products, National Biscuit, Tums and Swift were the major spot advertisers.

Included among the shows were Chesterfield includes participation in including *Steve Canyon, Pete Kelly's Blues, Eddie Fisher* and *Black Saddle* on NBC-TV. This season's lineup for Chesterfield includes participation in *Bonanza* and along with Tums and Bulova in ABC-TV's *Untouchables, Alaskans* and *Adventures in Paradise*. Swift and Nestle were tied to *Colt 45* on ABC-TV, National Biscuit to *Rawhide* on CBS-TV and *Wagon Train* on NBC-TV.

YOUNG & RUBICAM: *Combined tv-radio billing $102.5 million; $89 million in television ($67 million in network, $22 million in spot); $13.5 million in radio ($4 million in network, $9.5 million in spot); tv-radio share of overall billing: 41%.*

For Y&R 1959 was a record $102.5 million billing year. The surge in total broadcast billing placed the agency solidly in the No. 3 spot.

Its activity in network alone is substantial. A sampling this season: ABC-TV's *Maverick* (Kaiser and Drackett); ABC-TV's *Rebel* (Procter & Gamble alternate weeks); *Alfred Hitchcock Presents* on CBS-TV (Bristol-Myers); ABC-TV's *Alaskans, Cheyenne* and *Donna Reed Show* (Johnson & Johnson); NBC-TV's *Peter Gunn*, ABC-TV's *Bronco-Sugarfoot*, NBC-TV's *Staccato*, CBS-TV's *I've Got A Secret* (all Bristol-Myers' alternating); Goodyear Tire & Rubber's continuing with its *Theatre* (alternate weeks) on NBC-TV; CBS-TV's *Hennessey, Betty Hutton Show* and *Twilight Zone* (General Foods alternating); NBC-TV's *Fibber McGee & Molly* (Singer Sewing Machine alternating); CBS-TV's *Millionaire* (Gulf Oil alternating); NBC-TV's *Bachelor Father* and ABC-TV's *77 Sunset Strip* (American Home Products' participations); ABC-TV's *Dick Clark Show* (Beech-Nut); NBC-TV's *The Deputy* (General Cigar Co. alternating); CBS-TV's *Gunsmoke* (Remington Rand alternate weeks).

P&G, General Foods, Johnson & Johnson and others are active also in daytime network shows through Y&R, while tv spot users are led by American Airlines (newly acquired), American Bakeries, American Home Products, Beech-Nut, Borden, Bristol-Myers, General Electric, General Foods, Gulf Oil, International Harvester, Johnson & Johnson, Kaiser, Thomas J. Lipton (moved recently to SSC&B), Piel Bros., P&G and Travelers Insurance. A fair share of these advertisers also are in radio spot, including such stalwarts as P&G, General Foods, Gulf Oil, Kaiser and Bristol-Myers. Network radio draws from American Home, Borden, Bristol-Myers, General Cigar, Time Inc. and American Airlines.

Y&R's billing rise in general is attributable to increased spot via testing of new products introduced nationally and by the application of additional billing on established products to daytime shows.

TED BATES & CO.: *Combined tv-radio billing $95 million; $90 million in tv ($43 million in network, $47 million in spot); $5 million in radio ($2 million in network, $3 million in spot); tv-radio share of overall billing: 80%.*

Ted Bates registers an $11 million gain over last year. The greatest increase was in tv spot, up $8 million. Network tv rose by $4 million. All spot billing at Bates climbed from $41 million last year to $50 million for 1959. Total radio billing is down $1 million from the previous year. While network radio was $2 million less, radio spot gained by $1 million.

The big jump at Bates is due to both new clients and new products of regular advertisers. Heavy spot campaigns by new advertisers, International Latex and Chase Manhattan Bank, led the way.

Four sponsors of programs on all three tv networks are based at Bates. Each is also a heavy spot user. They are: Brown & Williamson (ABC-TV's *Bourbon Street Beat, Philip Marlowe, Wednesday Night Fights;* NBC-TV's *Five Fingers* and CBS-TV's *The Line-up, Mr. Lucky, The Texan* and *Wanted: Dead or Alive*). Colgate - Palmolive (NBC-TV's *Laramie*; CBS-TV's *The Millionaire, Perry Mason Show* and *Ed Sullivan Show* and ABC-TV's *The Untouchables*, plus participations in ABC-TV daytime shows). Whitehall Labs (NBC-TV's *Bachelor Father;* CBS-TV's *Have Gun, Will Travel, Sunday News Special* and *Douglas Edwards With the News* [last two are shared with another Bates client, Carter Products], and ABC-TV's *Hawaiian Eye, Lawman, Philip Marlowe* and *77 Sunset Strip*, besides participation in daytimers on ABC-TV). Louis Marx & Co. is heavy seasonal spender on various children's programs on all networks.

Other big network users are American Chicle with four western and private-eye shows on ABC-TV, Standard Brands with participations in many daytime shows, Warner-Lambert with three ABC-TV programs and Continental Baking which sponsors NBC-TV's *Howdy Doody*, the syndicated *Annie Oakley* series and participates in daytime shows. All of Bates clients, with the exception of Fleischman Distilling Corp., use the broadcast media in one form or another.

BBDO: *Combined tv-radio billing $88 million; $73 million in television ($44 million in network, $29 million in spot); $15 million in radio ($3 million in net-*

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week Nov. 11-17 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Nov. 11	Louis Jourdan (10 p.m.)	NBC-TV	33.9
Thur., Nov. 12	Untouchables (9:30 p.m.)	ABC-TV	23.7
Fri., Nov. 13	77 Sunset Strip (9 p.m.)	ABC-TV	25.4
Sat., Nov. 14	Gunsmoke (10 p.m.)	CBS-TV	31.1
Sun., Nov. 15	Chevy Show (9 p.m.)	NBC-TV	25.7
Mon., Nov. 16	Danny Thomas (9 p.m.)	CBS-TV	26.6
Tue., Nov. 17	Star Time (9:30 p.m.)	NBC-TV	23.8

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2 WMAR-TV BALTIMORE

GREAT SUNDAY FEATURES! REAL FAVORITES! PROVEN ASSETS TO EVERY SUCCESSFUL TELEVISION CAMPAIGN!

"MAJOR LEAGUE BASEBALL PRESENTS"
Every Sunday On Channel 2 at 1 P.M.
26 COMPLETE PAST SEASON GAMES!
. . . Without Missing a Pitch or Play!

Produced In Cooperation With MAJOR LEAGUE BASEBALL And The Following Ball Clubs

National League	American League
Milwaukee Braves	New York Yankees
San Francisco Giants	Chicago White Sox
Los Angeles Dodgers	Cleveland Indians
Chicago Cubs	Baltimore Orioles
Pittsburgh Pirates	Kansas City Athletics
St. Louis Cardinals	Detroit Tigers
Cincinatti Reds	Washington Senators
Philadelphia Phillies	Boston Red Sox

PARTICIPATIONS AVAILABLE!

"She's Yours!"

2 P.M. EVERY SUNDAY ON CHANNEL 2

Shirley Temple, the Greatest Child Star of all time, is at Her Loveable Best again

PARTICIPATIONS AVAILABLE!

in these coming
SHIRLEY TEMPLE "FILM FESTIVAL" Features

SUN., DEC. 6—"DIMPLES"
SUN., DEC. 13—"POOR LITTLE RICH GIRL"
SUN., DEC. 20—"HEIDI"
SUN., DEC. 27—" WEE WILLIE WINKIE"
SUN., JAN. 10—"CAPTAIN JANUARY"
SUN., JAN. 17—"LITTLE MISS BROADWAY"
SUN., JAN. 24—"MISS ANNIE ROONEY"

Contact Your KATZ REP., Today!

work, $12 million in spot); tv-radio share of overall billing: 40%.

BBDO dropped from fourth to fifth this year. Although the agency billed at the same level as last year, it was not enough to keep it in place in a year that saw most of the top agencies increase radio-tv.

BBDO didn't really slip in the sense of a business loss. But a partial pull-out of network tv by a blue-chip client made most of the difference. This was American Tobacco, which nipped short its network spending for Lucky Strike of Jack Benny on CBS-TV, moving to *Men Into Space* on alternate weeks on the same network, while *Your Hit Parade,* also on CBS-TV, was dropped. Another casualty: Lever's Wisk, for which BBDO had been agency on record for NBC-TV's *You Bet Your Life.*

The big guns at BBDO, which sponsor on a regular basis, include Armstrong Cork whose *Circle Theatre* is still a mainstay on CBS-TV's schedule; Campbell Soup's *Lassie* continues on CBS-TV as does its *Donna Reed Show* on ABC-TV; General Electric still has *GE Theatre* on CBS-TV; Pittsburgh Plate Glass' participation in *Garry Moore Show* on CBS-TV continues, and U.S. Steel's dramatic offering still makes its alternate week run on CBS-TV.

BBDO also is the agency of "specials" on network tv. Last season Du Pont, Rexall, Sheaffer Pen, Westclock, Philco and Minnesota Mining sponsored this way. The list is about the same this season, but with the addition of General Mills, B.F. Goodrich, U.S. Steel along with Chrysler's Valiant and the deletion of Minnesota Mining. Du Pont added to its schedule of tv specials. The advertiser also debuted with *June Allyson Show* on CBS-TV and is participating in ABC-TV's hour-long programs.

Daytime participations run high for BBDO clients as of course does spot tv and spot radio. Minnesota Mining and Gallo wine this quarter alone have entered spot tv for the first time. Bristol-Myers is active in network radio as are a number of the other blue-chips already named.

BENTON & BOWLES: *Combined tv-radio billing $75.9 million; $73.7 million in television ($40.53 million in network, $33.17 million in spot); $2.2 million in radio ($250,000 in network, $1.95 million in spot); tv-radio share of overall billing: 69%.*

Benton & Bowles' major billing comes from Procter & Gamble's and General Foods' formidable network lineup and spot activity. P&G's shows include *This Is Your Life* and *Wichita Town* on NBC-TV, *The Real McCoys* on ABC-TV and participations in such programs as *Laramie* on NBC-TV, *Cheyenne* on ABC-TV. It also is in ABC-TV's *Rifleman, Leave It to Beaver, Rebel* and the Robert Taylor detective show.

General Foods' lineup includes such vehicles as *Danny Thomas* and *Ann Sothern* on CBS-TV. In addition, Philip Morris is in *Rawhide* and *Perry Mason* on CBS-TV and *Loretta Young* and *Trouble Shooters* on NBC-TV, and Johnson's Wax figures in such network shows as *Johnny Ringo, Garry Moore* and *Red Skelton* on CBS-TV.

Other network advertisers serviced by Benton & Bowles include Parliament cigarettes, Ansco, and, in spot, Schick Electric Razor, Conoco and Norwich Pharmacal along with P&G, General Foods and Philip Morris.

LEO BURNETT CO.: *Combined tv-radio billings $58.6 million; $55.7 million in tv ($36.2 million in network, $19.5 mililon in spot); $2.9 million in radio ($0.4 million in network, $2.5 million in spot); tv-radio share of overall billing: 51.8%.*

Predominance in tv network programs by blue-chip clients enables Burnett to hold down the No. 7 position for a second year. Advertisers and their tv properties include: Allstate, CBS-TV's *Playhouse 90;* Brown Shoe Co., CBS-TV's *Captain Kangaroo;* Campbell Soup Co., CBS-TV's *Lassie;* Chrysler Corp., *Another Evening with Fred Astaire* (repeat on NBC-TV); Cracker Jack, *My Friend Flicka* and ABC-TV's *Rin Tin Tin;* Hoover Co., CBS-TV's *Arthur Godfrey Special*; Kellogg Co., *Dennis the Menace, Garry Moore Show, Hotel de Paree,* and *House Party* all CBS-TV, *The Deputy* on NBC-TV and *What's My Line?* on CBS-TV, and spots in several tv vehicles; Kendall Co., NBC-TV's *Concentration;* Philip Morris, ABC-TV's *Pro Football,* CBS-TV's *The Many Lives of Dobie Gillis,* CBS-TV's *To Tell the Truth,* ABC-TV's *Tombstone Territory* and NBC-TV's *Troubleshooters;* Pillsbury, CBS-TV's *As the World Turns,* and *Edge of Night,* ABC-TV's *Real McCoys,* CBS-TV's *Search for Tomorrow,* ABC-TV's *The Detectives,* NBC-TV's *This Is Your Life* and ABC-TV's *Wyatt Earp.*

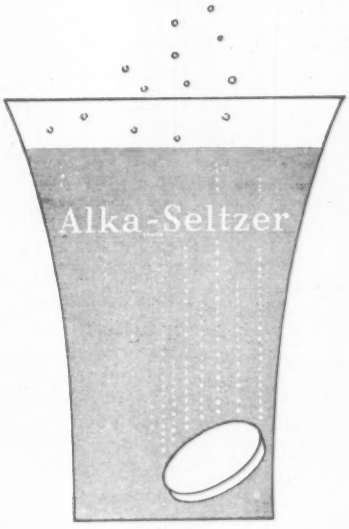
These and other clients, like Commonwealth Edison, Maytag, Pfizer, Pure Oil, Swift & Co. and Tea Council are active in spot radio and/or tv. Burnett lost Bissell carpet sweeper during the year.

DANCER-FITZGERALD-SAMPLE: *Combined tv-radio billing $58 million; $51.3 million in television ($37 million in network, $14.3 million in spot); $6.7 million in radio ($2.2 million in network,*

Caroling for Coke • The Coca-Cola Bottling Co. of New York is out to demonstrate again that December sales can top July's. Here the McGuire Sisters, who have been Coca-Cola's commercial voices this year, deliver the seasonal tv message. The cold weather sales feat has been done before, the company says, and to bring it off again, it has launched a record ad campaign for six weeks throughout New York City, upstate New York, parts of Connecticut and New Jersey. The broadcast phase covers 22 radio stations for a total of 2,575 announcements (also by the McGuires) and seven tv stations with 205 commercials. It is placed by Marschalk & Pratt Co., a division of McCann-Erickson Inc., New York.

Interview: Andy Anderson

Wade Advertising Media Associate tells why he selects the WLW TV Stations and WLW Radio for Alka Seltzer.



"The Crosley Broadcasting **Cooperation** — that's what we call it. Because the 6 WLW Stations sure give complete cooperation to advertisers."

"Station salesmen, talent, production, merchandising, promotion — everybody at the WLW Stations give speedy service to speedy Alka Seltzer."

"So, one good answer to your ad broadcast problems is just a WLW Station away."

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

W L W Radio

Crosley Broadcasting Corporation a division of *Avco*

$4.5 million in spot); tv-radio share of overall billing: 65%.

D-F-S picked up almost $10 million in billing over 1958, attributed largely to adding new products of companies already handled, such as Procter & Gamble, General Foods, Sterling Drugs and American Chicle. These advertisers were particularly active in participating sponsorship of various daytime network tv shows.

Among the nighttime network television sponsors during the past year were Liggett & Myers (L & M Cigarettes), General Mills, Falstaff Brewing, Sterling Drug, American Chicle and Frigidaire (heavy in daytime too). These accounts also were substantial users of spot radio and television.

N.W. AYER & SON INC.: *Combined tv-radio billing $51.8 million; $35.8 million in tv ($20 million in network, $15.8 million in spot); $16 million in radio ($3 million in network, $13 million in spot); tv-radio share of overall billing: 37%.*

Television network billings by N.W. Ayer rose this fall with addition of the *Steve Allen Show* for Plymouth on NBC-TV and assumption by Sealtest of the entire *Bat Masterson* program, also NBC-TV, which the sponsor shared last year with Kraft. Other tv network stalwarts at Ayer: AT&T, with two *Bell Telephone Hours* per month and a half dozen *Bell Science Series* specials a year on NBC-TV; new Breck products which participated with other Breck goods (handled by Reach, McClinton) in the NBC-TV *Sunday Showcase* and a few early-season *Shirley Temple Storybook* re-runs on ABC-TV; Corning Glass, which is in and out of several shows, and Hills Bros., which participates in the ABC-TV *Walt Disney Presents* and underwrites *Bat Masterson* in the West.

In tv spot, United Air Lines doubled its allocation this year with the introduction of jet service. Hills Bros., Armour, Atlantic Refining and a host of regional restaurant, drug store, dairy and other accounts all were in tv spot. A rise in radio spot billings was spearheaded by Plymouth which this fall is spending a record amount (subject to changes in the steel strike situation) and the AT&T Long Lines Div., promoting long-distance phone service. Another impetus to Ayer billings: Whitman Chocolates' broadcast debut with a special showing of *The Wizard of Oz* movie on CBS-TV and the Liberty Bowl game on NBC-TV, both in December.

All told Ayer has 58 accounts using radio and 46 using television.

KENYON & ECKHARDT: *Combined tv-radio billing $47 million; $39.9 million in television ($32 million in network, $7.9 million in spot); $7.1 million in radio ($1 million in network, $6.1 million in spot); tv-radio share of overall billing: 50%.*

K&E's rise in broadcast billing this year parallels closely its rise in network tv, in which Ford institutional, Mercury, RCA, Lever, Nabisco and Harold F. Ritchie all had a hand.

Ford institutional and Mercury shared in the *Startime* series on NBC-TV, and Mercury also figured in *Wagon Train* on NBC-TV and *Ed Sullivan Show* and *CBS News* on CBS-TV.

Ritchie, which had no network tv in 1958 is putting $3-4 million this year into such shows as ABC-TV's *Cheyenne, 77 Sunset Strip, Colt 45, American Bandstand, Hawaiian Eye* and *Bronco.* Nabisco shows have included *Rin Tin Tin* on ABC-TV, *Howdy Doody, Treasure Hunt* and *Price Is Right* on NBC-TV and *Love of Life* and *Edge of Night* on CBS-TV. RCA's participation has included *Steve Allen, Bonanza, Perry Como, Kaleidoscope, Fisher-Gobel, Ellery Queen, Sunday Showcase, Moon & Sixpence* specials, all on NBC-TV. Lever has figured in *Texan* and *Rawhide* on CBS-TV, while Capital Airlines underwrote the Orange Bowl football game on CBS-TV, Max Factor sponsored the Miss Universe contest, and American Safety Razor figured in *World Championship Golf* on ABC-TV and St. Lawrence Seaway coverage.

Blatz, Pabst and H.P. Hood are among the leading regional spot tv advertisers in the K&E roster.

COMPTON ADV.: *Combined tv-radio billing $43.9 million; $41.6 million in television ($23.4 million in network, $18.2 million in spot); $2.3 million in radio ($0.8 million in network, $1.5 million in spot); tv-radio share of overall billing: 56%.*

Compton dropped more than $3 million in broadcast billing in the past year, attributed to an increased emphasis by its advertisers in the print media (tv-radio share down from 63%) and the loss of Chase & Sanborn account to J. Walter Thompson. During the year, Compton gained the Eversharp Pen Co., Chase Manhattan Bank, Pertussin and Guild wine accounts.

The overwhelming portion of the agency's billing, as usual, was derived from a host of Procter & Gamble products. P&G tv network programs this year included NBC-TV's *Wells Fargo* and ABC-TV's *The Real McCoys* and *Wyatt Earp*, plus various daytime serials. Goodyear Tire & Rubber Co. (Neolite Div.) shared in sponsorship of the *Goodyear Theatre* on NBC-TV and Chesebrough-Pond's was active on network daytime tv programs. Active spot advertisers included P&G, Chesebrough-Pond's, El Producto cigars, R.T. French Co. (sauces) and General Baking Co.

LENNEN & NEWELL: *Combined tv-radio billing $42.1 million; $38.2 million in television ($29.4 million in network, $8.8 million in spot); $3.9 million in radio ($0.1 million in network, $3.8 million in spot); tv-radio share of overall billing: 53%.*

L&N picked up more than $2 million this year, although the agency lost the substantial American Airlines account to Young & Rubicam, effective last June. The agency recouped this loss by adding new products of P. Lorillard Co. and Colgate-Palmolive and increasing activity by some of the other regular clients of the agency.

Lorillard, as usual, was a heavy investor in network tv programs, including on its roster such programs as CBS-TV's *Johnny Ringo* and *Hennesey*, ABC-TV's *World of Talent* and *Bourbon Street Beat* and NBC-TV's *Arthur Murray Party*. Other active network sponsors were Colgate-Palmolive on CBS-TV's *The Millionaire;* Reynolds Metals Co. on ABC-TV's *Adventures in Paradise* and *Bourbon Street Beat;* Corn Products Co. on NBC-TV's *Riverboat* and American Gas Assn. on CBS-TV's *Playhouse 90.*

Spot radio-tv users in the L&N shop included Colgate-Palmolive, Stokely-Van Camp, Corn Products and Lorillard.

WILLIAM ESTY CO.: *Combined tv-radio billing $41.5 million; $36 million in television ($30.5 million in network, $5.5 million in spot); $5.5 million in radio ($2 million in network, $3.5 million in spot); tv-radio share of overall billing: 60%.*

R.J. Reynolds Tobacco Co. continues to account for a large chunk of Esty broadcast billing, with nine network television shows on the air and heavy radio commitments in both spot and network. Radio spot was used increasingly by Esty clients including Thos. Leeming & Co., one of the top advertisers in the medium for Ben-Gay rub, along with Pacquin's hand cream and Silk 'n' Satin lotion. Leeming also used NBC-TV daytime shows this year. National Carbon was on a half dozen or more network tv shows on a six-week seasonal basis for its Prestone antifreeze, with radio support. P. Ballantine and Sun Oil are substantial regional tv clients. Esty began billing this fall for Nestle's Nescafe (formerly with the old Bryan Houston agency), which has been buying NBC-TV daytime.

FOOTE, CONE & BELDING: *Combined tv-radio billing $40.3 million; $35.7 mil-*

GREAT WHITE HERON

...Known To Hundreds Of Bird-Watchers As Florida's Own!

By Wallace Hughes, FLORIDA WILDLIFE Magazine
Florida Game and Fresh Water Fish Commission

WCKT·TV 7, Miami

...Known To 1,600,000 TV-Watchers As South Florida's Own!

For reprints of this painting and for availabilities — N.B.C. Spot Sales

A look toward the future of electronic journalism and a close-up acquaintance with all facets of radio and tv news broadcasting. Those were the rewards of an eager group of teenage school paper editors and faculty advisors who attended the First Annual WSB Radio-TV News Broadcasting Conference in November.

Offering a creative contest with a year's college tuition scholarship as first prize, the conference was sponsored by the stations in association with the University of Georgia School of Journalism. It was the first ever held by an individual broadcaster in conjunction with a major university.

Participants observed and discussed broadcast news techniques, heard personal messages from NBC Radio newsmen from all points of the globe. They viewed a specially-prepared closed-circuit television report by David Brinkley, who held a stimulating question-answer period.

As an annual event the High School Conference will rank high among WSB's many other endeavors in the public interest.

ATLANTA'S

WSB RADIO
WSB-TV

Affiliated with The Atlanta Journal and Constitution. NBC affilate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

lion in television ($28.9 million in network, $6.8 million in spot); $4.6 million in radio ($900,000 in network, $3.7 million in spot); tv-radio share of overall billing: 45%.

FC&B's increase in tv is paced by the network activity of Equitable Life Assurance Co. (which moved from Kenyon & Eckhardt and is new to network tv), Armour, S.C. Johnson, Kimberley-Clark and Lever and in daytime network by General Foods, Lever and Armour. Equitable's sponsorship includes two *American Heritage* programs before Jan. 1 and *Douglas Edwards and the News*, both CBS-TV. Armour participates in ABC-TV's hour-long nighttime shows, Hall Bros. continues with *Hallmark Hall of Fame* on NBC-TV; S.C. Johnson is in CBS-TV's *Red Skelton* and participates in others; Kimberley-Clark's alternate-week *Twilight Zone* is on CBS-TV. Lever products participate in several nighttime shows via FC&B. Other participants: S. O. S. Lincoln (before it returned to Kenyon & Eckhardt); General Foods and Pepsi-Cola. Spot advertisers: General Foods, Lever, Armour, Savarin coffee, Clairol, Stauffer Foods, Sunkist, Halo and Hawaiian Pineapple, among others.

SULLIVAN, STAUFFER, COLWELL & BAYLES: *Combined tv-radio billing $32 million; $25.6 million in television ($17.2 million in network, $8.4 million in spot); $6.4 million in radio (all spot); tv-radio share of overall billing: 68%.*

SSC&B was up $2 million over the previous year. It is primarily heavy in network tv. Among the advertisers: Noxzema in *Love and Marriage* on NBC-TV; Lipton Tea in *Father Knows Best* on CBS-TV; American Tobacco (Pall Mall) in *Tales of Wells Fargo;* Block Drug in *Richard Diamond* on NBC-TV; Carter Products in *To Tell the Truth* on CBS-TV; Lever in *You Bet Your Life*. Tv spot advertisers include Carter, H-O Oats, Presto cake flour, Clapp's baby foods, Lever's Breeze and Silver Dust, Pall Mall and the new Riviera as well as S&H Green Stamps. Pall Mall is in spot radio as are Block Drug, Carter, Duffy-Mott, Lever, Noxzema and S&H.

CAMPBELL-EWALD CO.: *Combined tv-radio billing $30 million; $25.5 million in television ($20.5 million in network, $5 million in spot); $4.5 million in radio ($3 million in network, $1.5 million in spot); tv-radio share of overall billing: 33%.*

Campbell-Ewald compensated for its loss of the Hertz-Rent-A-Car account ($4-$4.5 million) with the gain of Firestone Tire & Rubber Co.'s new series of 14 *Eyewitness to History* programs on CBS-TV. Its bulwark network shows: Chevrolet's *Chevy Show With Dinah Shore* on NBC-TV and *Pat Boone Chevy Showroom* on ABC-TV. It also debuted the new *Art Carney Show* on NBC-TV for United Motors Service Div. of General Motors Corp. and Delco products. It dropped Lowell Thomas on CBS Radio and added spot radio for Delco-Remy products. Goebel Brewing Co. continued in radio-tv spot and sports (Detroit pro football, baseball). Chevrolet used spot and network radio. The Hertz loss was not keenly felt broadcast-wise because, outside of some spot tv, it was not a heavy broadcast user.

CUNNINGHAM & WALSH: *Combined tv-radio billing $30 million; $21 million in television ($8 million in network, $13 million in spot); $9 million in radio ($2.5 million in network, $6.5 million in spot); tv-radio share of overall billing: 50%.*

Cunningham & Walsh moved up in billing as Texaco stepped up its use of network tv. The advertiser has a 52-week news show on NBC-TV, plus specials. Sunshine Biscuit was active in daytime network tv, while Swiss Watches sponsored a network special. Spot tv advertisers included Stephan's hair tonic (an account which moved out of the agency during the year), Folger's coffee and Jergens. These are the principal spot users along with Texaco, which also sponsors the Metropolitan Opera broadcasts on CBS Radio.

GREY ADV.: *Combined tv-radio billing $22.1 million; $15.4 million in television ($11.1 million in network, $4.3 million in spot); $6.7 million in radio ($1.25 million in network, $5.45 million in spot); tv radio share of overall billing: 48.5%.*

Grey's broadcast share rose 25% over the 1958 share, attributed largely to spot activity on behalf of a new client—Ward Baking Co.—and larger budgets from its regular accounts. Grey's air activities were spotlighted by Greyhound's sponsorship of *Art Linkletter* on ABC-TV and the Jack Benny special programs (the latter co-sponsored by another Grey client, Benrus Watch Co.). Other tv network advertisers were the General Electric Photo Lamp Div. on ABC-TV's *Man With a Camera*; Westinghouse on *Desilu Playhouse* and the Mennen Co., which bought into various network shows during the year.

Sales animus • Dancer-Fitzgerald-Sample, New York, created a hungry family of animated youngsters to dramatize to mothers "animated appetites" for Nucoa margarine. The new family is making its debut this fall in national spot and on ABC-TV daytime shows where the Best Foods Div. of Corn Products Co. has bought participations. Minute and 20-second announcements in a few dozen selected markets as well as network commercials emphasize the product's new theme: "Only new Nucoa has a flavor secret." Credits for the Nucoa commercial: Stan Baum and Jim Blier, copy; Joe Harris, art and visualization, with Ernie Pittaro producing (all of D-F-S). Filming was by HFH Productions, New York.

WADE ADV.: *Combined tv-radio billing $21.84 million; $20.79 million in television ($13.73 million in network, $7.06 million in spot); $1.05 million in radio (all in spot); tv-radio share of overall billing: 82%.*

Wade upped its broadcast billings an estimated $3.2 million. It has a stable of clients that includes Miles Labs and Alberto-Culver, with no turnover and remaining heavily radio-tv oriented. Network was up substantially, while spot was down a bit. Radio was off, largely through curtailment of network buys.

Miles Labs. continued prominent in network tv. In addition to daytime participations, it is in ABC-TV's *The Rifleman, Wednesday Night Fights* and *Man From Blackhawk* and in NBC-TV's *Laramie* and *Bonanza.*

Large gains were registered for Alberto-Culver, which became an $8 million client. The hair preparation firm bought into ABC-TV's *Black Saddle, Bob Cummings Show* and *American Bandstand,* plus participations on NBC-TV's *Lawless Years, Jack Paar Show, It Could Be You* and other shows. A-C also was in tv spot in about 30 key markets.

D'ARCY ADV.: *Combined tv-radio billing $21 million; $15 million in television ($6 million in network, $9 million in spot); $6 million in radio (all in spot); tv-radio share of overall billing: 36%.*

Accelerated spot radio-tv activity by old-line clients plus a splurge by a new account—Butternut Coffee—raised D'Arcy air billing by about 40%. Among other busy spot advertisers, who helped boost D'Arcy's broadcast business by about $6 million in 1959 were Gerber Products (also active in daytime network), Colgate-Palmolive (Halo shampoo), Brooks Foods, Banquet Canning Co., Reardon Co. (paints), Krey Packing Co., Anheuser-Busch, Studebaker-Packard, Nehi Corp. The agency's most ambitious undertaking this year in television was placing the Olin Mathieson Chemical Corp. business on CBS-TV's *Small World* series. Other network tv business accrued from Studebaker-Packard on NBC-TV's *Jack Paar Show* and Halo on CBS-TV's *Perry Mason.*

TATHAM - LAIRD: *Combined tv - radio billing $20.2 million; $18 million in television ($8.5 million in network, $9.5 million in spot); $2.2 million in radio ($600,000 in network, $1.6 million in spot); tv-radio share of overall billing: 66%.*

Tatham-Laird's star was in ascendancy this year. It virtually doubled its combined radio-tv billings (from $11 million to $20.2 million). The major reason: Procter & Gamble's Mr. Clean tv campaign (in excess of $5 million in spot, $2 million in network). Whitehall Pharmacal's Dristan tablets and nasal spray also played a major role.

During 1959 T-L lost the $1.5 million George Wiedemann Brewing account (with a heavy chunk in spot radio and tv), but gained Dristan, Boyle Midway Div. of American Home Products, including Easy-Off oven cleaner and window spray and Griffin shoe polish (worth $2 million) plus Formfit Co. and Brach candy. (And, in the past fortnight, Libby, McNeill & Libby Canned Meat Div. from J. Walter Thompson, effective Feb. 1, 1960, estimated at $500,000.)

Among its most active network tv clients: General Mills, Procter & Gamble, Whitehall Pharmacal and Toni (Prom and White Rain), plus, toward year's end, Easy-Off and Griffin. Active spot tv clients were P&G's Mr. Clean and American Family soaps and detergents, Wander Co. (Ovaltine), Parker Pen, Wiedemann and Butter Nut coffee (division of Paxton & Gallagher, for which T-L handles advertising east of the Mississippi). Dristan and Parker have been active in both network and spot radio, while spot includes these clients: Clark Oil & Refining Co. (regional), Wiedemann, Butter Nut coffee and Campbell Soup Co.

NEEDHAM, LOUIS & BRORBY: *Combined 1959 estimated tv-radio billing $19.2 million; $16.2 million in television ($13 million in network, $3.2 million in spot); $3 million in radio ($100,000 in network, $2.9 million in spot); tv-radio share of overall billing: 51%*

NL&B boosted its total tv-radio billing $2.4 million, with television accounting for $2.3 million of this sizable increase. Broadcast accounts gained were Philips Electronics and Massey-Ferguson Ltd.; only account lost was Renault Inc.

NL&B network broadcast activity in 1959 was spotlighted by Johnson's Wax and Lever Bros'. purchase on a long list of network tv programs. Other advertisers on network tv were Massey-Ferguson, Renault and Campbell Soup. Spot was placed for Household Finance Corp., Johnson's Wax, Lever Bros., Oklahoma Oil, Peoples Gas and State Farm Insurance. Activity in spot radio covered Campbell Soup, Household Finance Corp., International Minerals & Chemical, Kraft Foods, Massey-Ferguson, Monsanto Chemical, Morton Salt, Oklahoma Oil, Renault and State Farm Insurance.

$741 smile

"Smile when you say that" is a dangerous policy to apply to commercials. Necchi-Elna Sewing Machine Center refused to pay a $741 bill to KWTV (TV) Oklahoma City because, they claimed, the announcer laughed during the reading of the Center's commercial, hurting the company's sales.

Oklahoma County Common Pleas Court ruled that a smile does not necessarily mean insincerity and that the bill must be paid. Ken Carriker, the announcer, said he usually smiles while doing commercials.

MAXON INC.: *Combined tv - radio billing $17 million; $15.9 million in television ($14.2 million in network, $1.7 million in spot); $1.1 million in radio ($0.7 million in network, $0.4 million in spot); tv-radio share of overall billing: 55%.*

Radio-tv billings rose slightly, maintaining last year's 55% broadcast share. A slight dip in Heinz' tv activity in the last quarter has been offset by increases for Pittsburgh Plate Glass Co., which added a segment of CBS-TV's *Garry Moore Show.* Gillette stayed high with *Cavalcade of Sports* on NBC-TV and NBC Radio. General Electric dropped *Cheyenne* on ABC-TV, but picked up other broadcast interests. Charles E. Hires Co. is a consistent spot tv spender. Maxon gained National Van Lines, D.W.G. Cigar Co. and Jacob Schmidt Beer Div. of Pfeiffer Brewing.

ERWIN WASEY, RUTHRAUFF & RYAN: *Combined tv-radio billing $17 million; $10.7 million in television ($6.5 million in network, $4.2 million in spot); $6.3 million in radio ($2.8 million in network, $3.5 million in spot); tv-radio share of overall billing: 30%.*

EWR&R's broadcast business rose by $500,000 in 1959 as its investment in radio was increased and its expenditures in tv were reduced slightly. Network television advertisers included Van Camp on CBS-TV's *The Verdict Is Yours,* The Carnation Co. on CBS-TV's *As the World Turns,* and Dutch Masters Cigars on ABC-TV's *Take a Good Look.* Spot radio-tv users included Sun Oil, KLM Airlines, General Electric Co. (home heaters and air conditioners), Carnation, Rootes Motors Inc., Tuborg Breweries Ltd. and Minnesota Mining & Mfg. Co. An active network radio advertiser was Campana Sales Co.

PARKSON ADV.: *Combined tv-radio billing $16.48 million; $16.2 million in tv ($15.75 million in network, $450,000 in spot); $280,000 in radio (all spot); tv-radio share of overall billing: 90%.*

Parkson's billing hasn't changed much

the lawyer who became a saint mahatma gandhi

Mahatma Gandhi sold the intricate strategy of non-violent direct action so well that three hundred million Indians agreed to its use in freeing themselves from British imperialism. The British could not resist Gandhi's salesmanship/ and his forceful action made India free. Dominant salesmanship is the secret of Balaban success in every Balaban market . . . and direct salesmanship/ dominant personalities and progressive programming make KBOX in Dallas your top salesman. Today/ KBOX dominates every dial in Big D because KBOX is above all a salesman.

KBOX Dallas

SOLD NATIONALLY BY ROBERT E. EASTMAN

WIL St. Louis
KBOX Dallas
WRIT Milwaukee

THE BALABAN STATIONS
In tempo with the times
John F. Box, Jr., Managing Director

over the year but its shows have. All of this agency's activity comes from one heavy network sponsor, Pharmaceuticals Inc., which also has the subsidiary J.B. Williams product line. The network shows include *Tightrope* and the alternate week of *Person to Person* and *The Texan*, all on CBS-TV, and *It Could Be You* and *You Bet Your Life* (alternate week), both NBC-TV. Early in 1959, Pharmaceuticals was associated with such network personalities as Arthur Godfrey and Jackie Gleason, both CBS-TV. Still other shows have included *Peck's Bad Girl* on CBS-TV (now off), *Amateur Hour*, *Rawhide* (a third) and *Adventure Showcase*, also all CBS-TV, and *Arthur Murray Party* for alternate weeks on NBC-TV. Billing also included network daytime participations.

CAMPBELL - MITHUN: *Combined tv-radio billing $16 milllion; $12 million in television ($8 million in network, $4 million in spot); $4 million in radio (all in spot); tv-radio share of overall billing: 44%.*

The Minneapolis-based agency picked up about $500,000 in combined tv-radio billings this past year, with a dip in tv and a boost in spot radio. C-M picked up portions of Helene Curtis plus the Scudder Food and Our Own Hardward Co. accounts. It lost the John Morrell pet food business.

Leading network tv advertisers were Pillsbury Mills sponsoring Thursday segments of CBS-TV daytime serials (*As the World Turns, Edge of Night* and Art Linkletter's *House Party*; Gold Seal Co. with *Treasure Hunt, Queen for a Day* and *Split Personality*) on NBC-TV. Other active tv network sponsors were: Theodore Hamm Brewing Co. (Hamm's beer) and American Dairy Assn. Prominent spot radio and tv clients included Hamm Brewing Co.; Gold Seal Malt-O-Meal Co. (cereal) Ballard Flour Co.; Kroger Co.; Top Value Stamps, and Northwest Orient Airlines.

OGILVY, BENSON & MATHER INC.: *Combined tv-radio billing $14.8 million; $12.8 in television ($8.4 in network, $4.4 in spot); $2 million in radio ($500,000 in network, $1.5 in spot); tv-radio share of overall billing: 62%.*

Billings for Ogilvy, Benson & Mather shot up nearly 50% with continued broadcast activity by old accounts and acquisition of General Foods' Maxwell House coffee, Bristol-Myers' Ban deodorant and Vick's cold tablets (OBM also is agency of record for other Vick products on nighttime tv network shows).

Ogilvy's big spot tv users are Pepperidge Farms bread, pastry and cookies, Helena Rubinstein cosmetics and Vick cold tablets. Vick also uses two CBS-TV shows, *Rawhide* and *The Lineup*, for its whole line. Ban, acquired by OBM last July, uses some spot tv to supplement exposure on Bristol Myers' nighttime tv shows. OBM continues to share billings for the CBS-TV *Armstrong Circle Theatre* with BBDO. Maxwell House is on the CBS-TV *Zane Grey Show*, supplemented with spot tv. OBM's Lever products, Dove soap and Good Luck margarine, sponsor *Mr. Lucky* on CBS-TV and NBC-TV's nighttime color version of *The Price Is Right*. Lever's Lucky Whip dessert topping uses some spot tv. Berkshire Hose this year entered tv on the *Today* show, NBC-TV. Tetley tea continues to lead with radio, splitting its money between network and spot. Schweppes still uses a seasonal radio-tv spot mix.

GRANT ADV. INC.: *Combined tv-radio billing $14.65 million; $12 million in tv ($8.5 million in network, $3.5 million in spot); $2.6 million in radio ($0.1 million in network, $2.5 million in spot); tv-radio share of overall billing: 33%.*

Grant's domestic radio-tv billing dipped from last year's $15.5 million, largely because of the loss of Plymouth's network tv billings which alone fell by $4 million. The tv-radio share of 33% is down from 1958's estimate of 35-40%.

Grant has acquired the Dodge Dart account, which conflicted with Plymouth, and Schlitz' Old Milwaukee Beer.

Among other steady broadcast clients: Dr. Pepper Co. (now expanding into northern markets with heavier radio-tv expenditures); KVP Co. (paper products) on ABC Radio's *Breakfast Club*; Swanson Co. (Archway cookies); Comet rice; Warren Petroleum, and Electric Auto-Lite Co.

NORMAN, CRAIG & KUMMEL: *Combined tv-radio billing $14.6 million; $13.6 million in television ($6.2 million in network, $7.4 million in spot); $1.0 million in radio (all in spot); tv-radio share of overall billing: 50%.*

NC&K's broadcast billing remained at the same level as in 1958, but the figure does not reflect the substantial business acquired by the agency during the latter part of the year, the overwhelming portion of which will make itself felt in 1960.

New accounts totaling about $12 million, of which at least 50% will be in radio-tv and which will contribute mainly to 1960 totals are: various products of Chesebrough-Pond's Inc., Hertz-Rent-A-Car and Jacob Ruppert. Portions of this business reflected in 1959 offset the loss of the $1.5 million Hudson Pulp & Paper Corp. account.

Network advertisers handled by NC&K included Speidel Corp. on NBC-TV's *The Price Is Right*; Willys Motors on ABC-TV's *Maverick* and Colgate-Palmolive on CBS-TV's *Big Payoff* and *Top Dollar*. Spot business was placed for Maiden Form Brassiere Co., Colgate - Palmolive, Hertz - Rent - A - Car, Jacob Ruppert, Chesebrough - Pond's, Schenley Industries and Chanel Inc.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: *Combined tv-radio billing $14.5 million; $12.1 million in television ($10 million in network, $2.1 million in spot); $2.4 million in radio ($0.5 million in network, $1.9 million in spot); tv-radio share of overall billing: 57%.*

DCS&S' stepped-up activity in network television was a strong factor in raising its broadcast business by $1.5 million over last year. The network tv billing resulted from the Bristol-Myers Co. sponsorship of NBC-TV's *Peter Gunn*, CBS-TV's *I've Got a Secret* and *Alfred Hitchcock* and Eastman Chemical's purchase of the *Ed Sullivan Show*. Busy in spot radio during the year were the Borden Co., Grove Labs. and J. G. Paton Co. Active spot television advertisers included Chemway Corp., C. F. Mueller Co. and Noxzema Chemical Co. New accounts obtained during 1959 were Chemway Corp., C. F. Mueller Co. and Noxzema Chemical Co. DCS&S lost the Pharmaco Inc. business this year.

GARDNER ADV. CO.: *Combined tv-radio billing $14.24 million; $11.5 million in tv ($6.3 million in network $5.2 million in spot); $2.74 million in radio ($0.57 million in network, $2.17 million in spot); tv-radio share of overall billing: 53.8%.*

Pet Milk spending aided Gardner's continuing growth in broadcast billings, in addition to the opening of a New York office. Pet Milk has alternate sponsorship of CBS-TV's *Red Skelton Show*, participation in CBS-TV's daytime show, *Edge of Night*, and the tab for Keystone Broadcasting's *Grand Ole Opry* on 185-190 stations. Broadcast clients also include: Ralston Purina Dog Chow, Monsanto Chemical, Anheuser-Busch for St. Louis Cardinals baseball on radio-tv, Grove Labs., Procter & Gamble's Duncan Hines mixes and Great Atlantic & Pacific Tea Co.

W.B. DONER: *Combined radio-tv billing $11.7 million; $7.1 million in television ($4.8 million in network, $2.3 million in spot); $4.6 million in radio ($500,000 in network, $4.1 million in spot); tv-radio share of overall billing 58%.*

Doner's bid for tv billing comes in the form of specials on ABC-TV and NBC-TV for Timex watches and a substantial spot register that includes Na

Continued on page 5

ANOTHER GREAT STORER STATION ... K-POP LOS ANGELES.

NOTICE OF IMPROVEMENT

From Storer, a famous developer of modern radio programming, a totally new broadcast format.

Now on the all-new K-POP you're never more than a minute away from music!

Be it known to all persons that radio station K-POP, under the new management of Storer Broadcasting Company now brings to Los Angeles a bright new sound in musical programming. It's the kind of tight, clean performance that has successfully developed listening audiences from WJBK in Detroit to WGBS in Miami.

Public notice is hereby given that K-POP has in fact effected its new format at 10:20 A.M. on November 2, 1959. From this time to infinitum Storer Radio Station K-POP makes this official proclamation:

1. **No double spotting of minute commercials.**
2. **No minority programming.**
3. **No more "casual" programming.**

Instead be it known that now all listeners shall be sole beneficiaries of the following *radical departures* in the field of radio programming:

1. K-POP preferred music.
   Always listenable and lively... you're never more than a minute away from music culled from a newly designed K-POP preferred list, as determined by K-POP program director Bill Wheatley and authoritative outside sources.
2. K-POP preferred minute news.
   Served in specially prepared one-minute capsules at 15, 30 and 45 minutes after the hour.
3. K-POP preferred minute sports.
   Capsuled minute reports on sports are being produced on the hour every hour. Scores of high public interest will be announced as soon as received.
4. K-POP preferred minute commercials.
   All minute commercials will be preceded and followed by a musical selection. Commercials actually will be a minute, *not more.*

(IT ALL ADDS UP TO TOP AUDIENCE APPEAL ON THE DOCKET)

Proclamation of audience appeal

Four new "minute-men" top talents have been added to the K-POP announcing staff to implement the new approach to the Los Angeles market.

Art Laboe, the "week-end Mayor" of the airwaves... a Seattle import, the smooth polished chatter of "dry-witted" Dick Wahl... San Diego's swashbuckling romantic, Bud Haley and the Boston red-head Larry Quackenbush, the best thing to happen since the Boston Tea Party.

K-POP preferred promotions, contests, music, news, sports and commercials are closely integrated to create this altogether new and lively listenable radio.

Storer promotions are admissable as evidence of audience-building!

Television Advertising

K-POP sponsors six TV announcements immediately preceding the pro-football games... as well as additional TV announcements on other channels.

Newspaper Advertising

Big ads in the Los Angeles Times and Examiner further herald K-POP's bright new sound in music, news and sports.

Radio Advertising

Specially prepared capsuled commercials announce the exclusive K-POP preferred music sound.

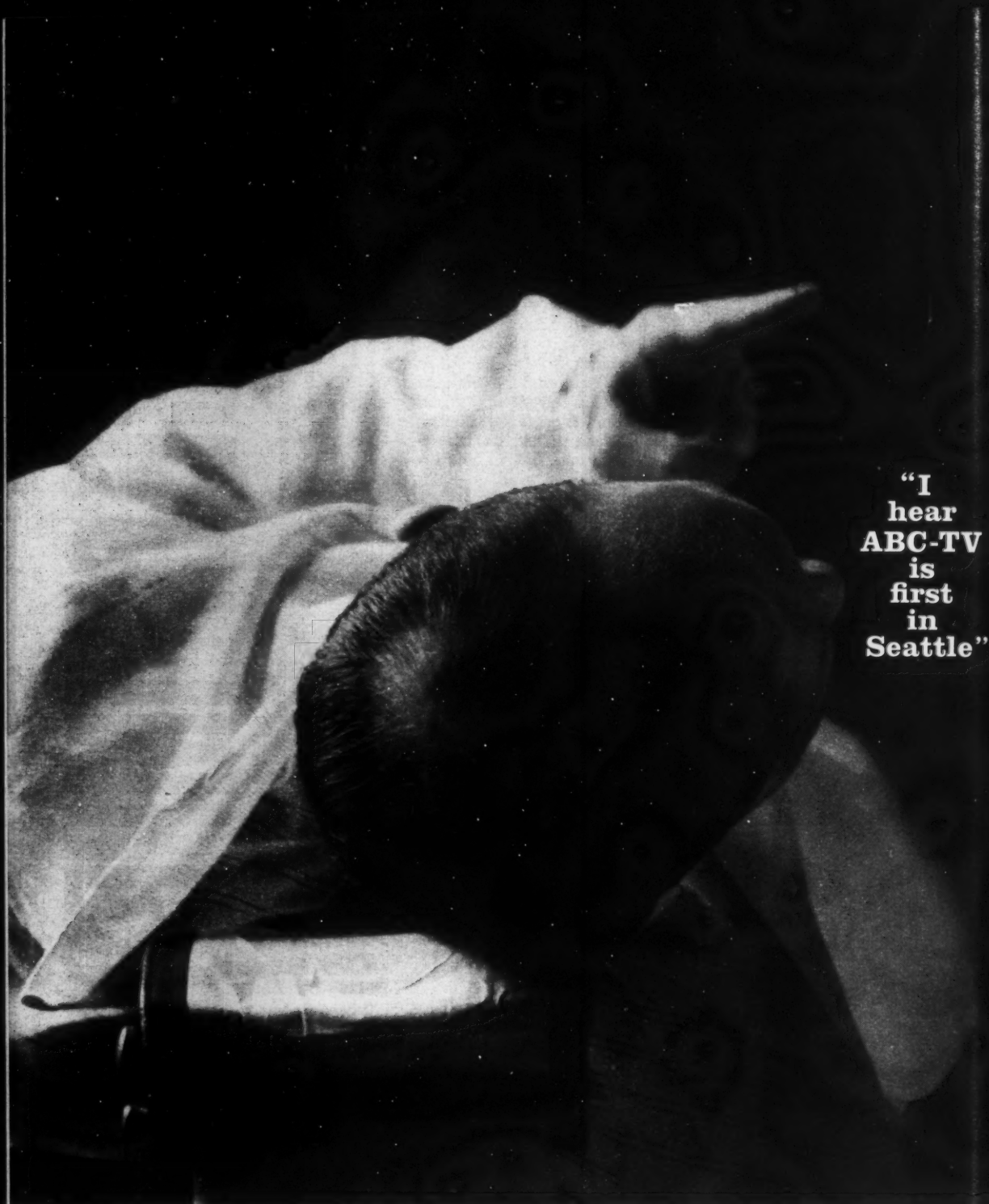
Special Rotating Spectaculars

Billboards boldly proclaim the newest concept in modern radio programming ..."You are never more than a minute away from music when you dial Terrific Ten Twenty... K-POP preferred listening."

Specially deputized Peters, Griffin Woodward, Inc., our national sales representatives, and K-POP's Dale Peterson in Los Angeles at DU 8-2345, are now standing by for your calls, letters or wires to fill you in on the availabilities and rates for the *all-new* K-POP.

You're never more than a minute away from music.

ANOTHER GREAT STORER STATION... K-POP LOS ANGELES.

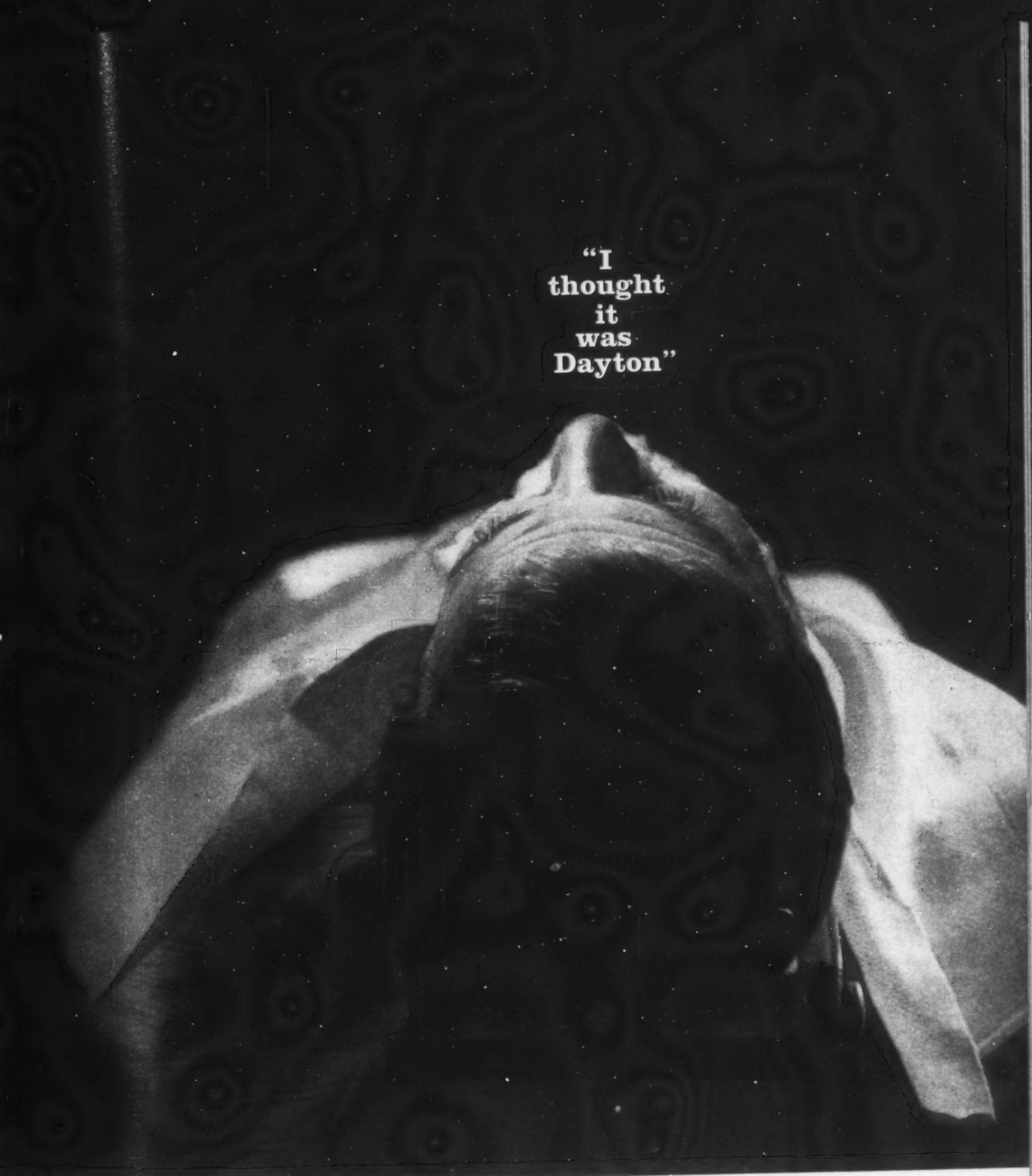


THEY'RE BOTH RIGHT

FIRST IN SEATTLE: Prior to the end of September, the ABC-TV affiliate, KING-TV, had the biggest audience share. The NBC-TV affiliate was 2nd. Then the two affiliates switched networks. Here's the new standing.

1.	KOMO-TV (ABC)	40.5
2.	KING-TV (NBC)	33.4
3.	KIRO-TV (CBS)	22.3

Source: NSI, 4 weeks ending Oct18, 1959, share of total audience, Sun.-Sat., 7:30-10:30 P.M.



FIRST IN DAYTON: What happens as more and more ABC-TV programs are carried in a 2 station market is dramatically illustrated by this Nielsen analysis of share-of-audience ratings in Dayton in the last 18 mos.

	WLWD ..% of ABC programming carried	WLWD (ABC-NBC) audience share	WHIO (CBS) audience share
APR 1958	32.0	41.9	48.5
NOV 1958	49.0	43.1	46.7
APR 1959	46.9	44.1	44.0
OCT 1959	62.5	48.3	42.9

Source: NSI, all network programs, Sunday from 6:00 to 11.00 P.M. and Monday through Saturday, from 7:30 to 11:00 P.M.

In market after market, as ABC-TV goes... so goes the audience. In fact, the way we're going, it's just a matter of time.

CONTINUED *from page 50*

tional Brewing and Speedway Petroleum hookups. A heavy broadcast billing comes from Doner's five offices, including buys for regional clients (it has Gordon Baking's Silvercup Bread via Detroit and Bohemian Breweries on the West Coast, through Chicago).

FULLER & SMITH & ROSS: *Combined tv-radio billing $11 million; $10.25 million in television ($9.6 million in network, $650,000 in spot); $750,000 in radio (all network); tv-radio share of overall billing: 24%.*

F&S&R is up $2 million, scoring the highest billing gain ($2.6 million in network tv). Aluminum Co. of America continued with *Alcoa Theatre* on NBC-TV and early this year began sponsorship of *Alcoa Presents* on ABC-TV. Libbey-Owens-Ford switched from last year's sponsorship of *Perry Mason* (CBS-TV) to *Bourbon Street Beat* (ABC-TV). Other network television users were Edison Electric with *The Price Is Right, Treasure Hunt* and *Split Personality*, all NBC-TV, and Sterling Silversmiths, Sherwin-Williams and Williamson-Dickie. Heavy radio network advertisers included Coats & Clark (Arthur Godfrey), Aluminum Co. of America and C.I.T. Financial Corp. (*Monitor*), both NBC. Spot tv users were Volkswagen, Williamson-Dickie, Wearever Aluminum, Pennzoil and Waring Products Corp.

GUILD, BASCOM & BONFIGLI: *Combined tv-radio billing $10.6 million; $8.7 million in television ($4.9 million in network, $3.8 million in spot); $1.9 million in radio (all in spot); tv-radio share of overall billing: 80%.*

Increased tempo of business in spot radio and spot tv added $2.3 million to GB&B's billing over 1958. Active spot users were Best Foods Div. of Corn Products Inc., Carling Brewing Co., Clougherty Packing Co., Mary Ellen's Distributors, Mother's Cake and Cookie Co., Ralston Purina Co., Rival Packing Co. and Tidy House Products Co. Ralston-Purina was its big-gun advertiser on network tv, sponsoring John Gunther's *High Road, Cheyenne* and *Leave It to Beaver* on ABC-TV while Skippy Peanut Butter Div., Corn Products Inc., shared sponsorship of NBC-TV's *Riverboat*.

FLETCHER RICHARDS, CALKINS & HOLDEN INC.: *Combined tv-radio billing $10.1 million; $7.4 million in tv ($2.84 million in network, $4.56 million in spot); $2.7 million in radio ($100,000 in network, $2.6 million in spot); radio-tv share of overall billing: 33.3%.*

Fletcher Richards gained through mergers early this year with Bryan Houston and Calkins & Holden, but such prime broadcast accounts as Houston's Dristan and Nescafe were pre-merger losses. Some of these billings reflect in the 1959 total for the merged agency. One Houston carry over, Heublein Inc., is heavily committed in television, allocating virtually its entire budget to spot for Maypo and Maltex cereals. Heublein's Andersen's soups are on spot tv in the West (with expansion in the cards for the coming year). Folger's coffee is another western regional client in tv and radio spot.

U.S. Rubber, an active Richards client over the past year in network tv, during 1959 switched to spot television, tailoring buys for its various products, some of them also in radio spot. Eastern Airlines is a big factor in spot radio, with a smattering of spot tv support. FRC&H is using the NBC-TV *Today* show and spot tv for an account added this year, Arvida Corp. Another addition to billings this year: production costs for the National Guard, which uses public service time on radio and some on tv.

KEYES, MADDEN & JONES: *Combined tv-radio billing $9.83 million; $8.44 million in television ($2.35 million in network, $6.09 million in spot); $1.39 million in radio ($350,000 in network, $1.04 million in spot); tv-radio share of overall billing: 48.8%.*

Brown & Williamson participations in network and spot tv activity (for Raleigh cigarettes and Sir Walter Raleigh tobacco), plus similar activity by Congoleum-Nairn head KM&J's billing picture. Also included are participations for Raleigh in *Five Fingers* on NBC-TV, by Presto in *Today* on NBC-TV. Spot advertisers also include Florists Telegraph Delivery Assn. in radio and tv; Presto and Revere Camera in tv; Pinex and Dr. West's toothpaste in radio.

DOYLE DANE BERNBACH: *Combined tv-radio billings $9.75 million; $8.6 million in television ($5.3 million in network, $3.3 million in spot); $1.15 million in radio ($50,000 in network, $1.1 million in spot); tv-radio share of overall billing: 35%.*

DDB upped its tv-radio business by almost $2 million, reflecting business from West End Brewery Co. and Philip Morris' Alpine cigarettes. Its tv network advertisers included Chemstrand Corp. (*Perry Como* and *The Man & the Challenge* on NBC-TV); Polaroid Land Cameras (*Perry Como, Steve Allen* and *Jack Paar* on NBC-TV, *Garry Moore* on CBS-TV, *Adventures in Paradise* and *Leave It to Beaver* on ABC-TV), Alpine cigarettes (ABC-TV's *Pro Football* and *Tombstone Territory;* CBS-TV's *To Tell the Truth, Rawhide, Dobie Gillis* and *Perry Mason;* NBC-TV's *Troubleshooters* and *Loretta Young*). Its spot radio-tv clients included American Export Lines, Barton's candy, Dorman & Co. (Endeco cheese), Dreyfus & Co., Levy's bread, Melville Shoe Corp., Philip Morris (Alpine cigarettes), West End Brewing and Sav-On Drugs.

MOGUL WILLIAMS & SAYLOR: *Combined tv-radio billing $9.6 million; $7.4 million in television ($2.7 million in network, $4.7 million in spot); $2.2 million in radio (all spot); tv-radio share of overall billing: 50%.*

MW&S boosted its broadcast business by $2.1 million over 1958, resulting largely from increased activity in the air media by its regular accounts. Spot business perked up considerably at the agency this year, paced by such advertisers as Revlon, Esquire Shoe Polishes, Rayco, Breakstone Foods, Gold Medal candy, National shoes, Lite Diet bread and Howard Clothes. Its tv network billing accrued from various Revlon products, including Hi & Dri, Top Brass and Aqua Marine line, on various programs. Ronzoni Macaroni Co. was a sponsor of syndicated tv film programs.

GEYER, MOREY, MADDEN & BALLARD INC.: *Combined tv-radio billing $9.6 million; $5.1 million in television ($2.6 million in network, $2.5 million in spot); $4.5 million in radio ($2 million in network, $2.5 million in spot); tv-radio share: 33%.*

The agency's broadcast billings are shared chiefly between American Motors (Rambler and Kelvinator divisions) and Sinclair Oil Corp., both of which are strong in radio-tv spot. Sinclair also sponsored the *Music From Shubert Alley* special on NBC-TV. One active broadcast media user, Boyle-Midway Div. of American Home Products, was lost during the year, but the agency picked up Dayton Rubber and Fiesta Foods Div. of General Baking, neither of which is currently active in radio or tv.

NORTH ADV.: *Combined tv-radio billing $9.45 million; $9.25 million in television ($7.35 million in network, $1.9 million in spot); $200,000 in radio (all spot); tv-radio share of overall billing: 63%.*

North moved up from $8.4 million to $9.45 million in the past year, reversing a dip from $11 million in 1957. Agency is stepping up other media activities, its broadcast share of all billings is now 63% compared to the previous 76%.

An example of its tv spot activity was

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore
WAPI Birmingham
WBEN Buffalo
WGAR Cleveland
KOA Denver
WJR Detroit
WTIC Hartford
WDAF Kansas City
KTHS Little Rock
KFI Los Angeles
WHAS Louisville
WCKR Miami
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WSYR Syracuse
WTAG Worcester

Season after Season, Radio is Greater Than Ever ...and the Reason is Great Radio Stations!

Radio is the "companion medium" that goes with people everywhere . . . that talks to them engagingly, persuasively, at low cost. Radio is greater than ever. And what makes it great are the *great stations.* These are the leaders that command respect by outstanding service, that hold audiences by solid programming and important features. No midway barkers, no questionable offers, no triple spots! In most markets there is one leader, like the 18 listed at the right. And you need add only 30 to these 18 to have *leadership radio* across America. Get the facts about today's greater than ever value in radio . . . documented by Alfred Politz Research. Just call any Christal office.

HENRY I. CHRISTAL CO., INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

Toni's rotation of various brands in a saturation schedule during the summer. Toni continued as charter member of ABC-TV's "Operation Daybreak" (daytime) and *American Bandstand.* North was producing agency on behalf of Toni for NBC-TV's *Loretta Young Show;* CBS-TV's *To Tell the Truth, House Party* and *The Verdict Is Yours* and some syndicated shows. North added these broadcast accounts: Gillette's Thorexin cold capsules, Toni's Colorcade and Reddi-Wip which is inherited from D'Arcy.

D.P. BROTHER: *Combined tv-radio billing $9.4 million; $8.5 million in tv ($8 million in network, $0.5 million in spot); $0.9 million in radio ($0.25 million in network, $0.65 million in spot); tv-radio share of overall billing: 30%.*

Oldsmobile is the top broadcast media client at D.P. Brother. Its shows this season include *Dennis O'Keefe Show* on CBS-TV, Bing Crosby specials on ABC-TV and Lowell Thomas on CBS Radio. Client General Motors AC Spark Plug Div. is co-sponsoring the Art Carney series of specials on NBC-TV.

WARWICK & LEGLER: *Combined tv-radio billing $8.9 million; $7.3 million in television ($3.8 million in network, $3.5 million in spot); $1.6 million in radio ($0.9 million in network, $0.7 million in spot); tv-radio share of overall billing: 40%.*

W&L gained $1 million in billing this year, resulting largely from business of new product accounts of Carter Products and expanded activity by Mennen and Revlon. Its network tv billing resulted from sponsorship by Revlon of CBS-TV's *Big Party* and *Garry Moore Show* and Mennen on NBC-TV's *Cimmaron City*. An active network radio advertiser during the year was Ex-Lax. Spot radio-tv business was placed for Carter, Ex-Lax, Bromo Seltzer, Revlon, Mennen and Hoffman Motors on the West Coast.

COHEN, DOWD & ALESHIRE: *Combined tv-radio billing $8.7 million; $4.6 million in television ($1.1 million in network, $3.5 million in spot); $4.1 million in radio ($1 million in network, $3.1 million in spot); tv-radio share of overall billing: 55%.*

CD&A picked up considerable billing during the year with a $1.7 million increase in the broadcast media, reflecting the merger of Dowd, Redfield & Johnstone with Cohen & Aleshire. This move brought Cott Beverages, active in radio and tv, and the Lanvin and Cone Mills accounts, both spot tv users, to the agency. Grove Labs. continued as the biggest broadcast account, utilizing spot and network tv (*Jack Paar* and *Today* shows, both NBC-TV) as well as radio network and spot. Another active radio user was Kiwi shoe polish.

KNOX REEVES ADV. INC.: *Combined tv-radio billing $7.8 million; $7.4 million in tv ($5.5 million in network; $1.9 million in spot); $400,000 in radio (all spot); tv-radio share of overall billing: 73%.*

Knox Reeves is a new entry in the top 50 listing. Its largest network tv clients during 1959 were General Mills for Wheaties breakfast cereal, which sponsored telecasts of baseball, football, basketball and track events, and Mars Inc., which was in *Disneyland* and *Broken Arrow*. Leading spot advertisers were Wheaties, Minneapolis Brewing, Art Instruction Inc. General Mills' Refrigerated Foods Div. and hot cereals. Although Knox Reeves loses the heavy-spending Mars Inc. account at the end of this year, the agency has gained such clients as Minneapolis Gas Co., part of Wood Conversion Co. and half a dozen new General Mills products.

DONAHUE & COE: *Combined tv-radio billing $7.5 million; $5.5 million in television ($2 million in network, $3.5 million in spot); $2 million in radio (all spot); tv-radio share of overall billing: 30%.*

This agency's broadcast billing is chiefly in Best Foods Div. of Corn Products, Tri-Nut margarine, Squibb Div. of Olin Mathieson, Scripto pen and Carolina rice. Earlier in the year its Best Foods account participated in ABC-TV's "action strips." The total billing is about the same as it was in 1958.

HONIG-COOPER, HARRINGTON & MINER: *Combined tv-radio billing $7.5 million; $6.25 million in tv (all spot); $1.25 million in radio (also all spot); tv-radio share of overall billing: 47%.*

Broadcast billing of Honig-Cooper, Harrington & Miner has increased 50% from the $5 million tv-radio billing of 1958 which got this West Coast agency into the top 50 list for the first time as the 50th ranking agency and the only one with no network billing in either tv or radio. Again this year, all of its broadcast billing is in spot.

Accounts in broadcast include: Interstate Bakeries, Italian Swiss Colony Wines, Thrifty Drug Stores, Squirt Beverages, Farmers Insurance Group, Hoffman Electronics and Bu-Tay Products, all using both tv and radio; Roy Rogers Enterprises, tv; Blue Cross hospital insurance, Kerr Glass Mfg. Corp. and Von's Grocery Co., radio.

REACH, McCLINTON & CO.: *Combined tv-radio billing $7.5 million; $7 million in television ($4 million in network: $3 million in spot); $0.5 million in radio (all spot); tv-radio share of overall billing: 33.3%.*

The Prudential Insurance Co. of America's *Twentieth Century* on CBS-TV continues as RM's network showcase and top billing account. The agency acquired some Breck products during the year but most of the added billing will come in late this year and in 1960. RM at the first of the year becomes agency of record on Breck's *Sunday Showcase* series of specials (about one a month) on NBC-TV, sharing billing with N.W. Ayer. International Latex continues as a substantial spot tv user.

EDWARD H. WEISS & CO.: *Combined tv-radio billing $7.5 million; $7.1 million in television ($5.6 million in network, $1.5 million in spot); $400,000 in radio ($300,000 in network, $100,000 in spot); tv-radio share of overall billing: 40%.*

Weiss beefed up its radio-tv billings slightly less than $2 million during 1959, though its broadcast share dropped 3%. It picked up Midas Mufflers, an active NBC Radio account, and lost none, continuing heavy participation in network shows and spot. Its network tv clients: Purex Corp., Mogen David Wine Corp. of America and Helene Curtis. Active radio and/or tv spot clients were Carling's beer, Sealy (mattress products), Perk dog food, Little Crow Milling, Corina cigars, Helene Curtis, Mogen David and Purex.

GORDON BEST: *Combined tv - radio billing $6.8 million; $5.7 million in tv ($2.1 million in network, $3.6 million in spot); $1.1 million in radio ($0.4 million in network, $0.7 million in spot); tv-radio share of overall billing: 63%.*

The year's broadcast billings match the activity of a year ago, with only slight changes in network and spot radio reported. Active clients include: Dumas Milner Corp. (spot tv for Pine-Sol, Perma starch and other products); General Finance Corp., sponsor of Chicago White Sox baseball on regional basis; Maybelline Co., a prime spot advertiser, and Helene Curtis Industries, which recently shifted its network and spot business to Campbell-Mithun.

MacMANUS, JOHN & ADAMS: *Combined tv-radio billing $6.4 million ($4.4 million in television ($2.9 million in network, $1.5 million in spot); $2 million in radio ($600,000 in network, $1.4 million in spot); tv-radio share of overall billing: 16.4%.*

MJ&A dropped off in broadcast bill-

ings (from $8.51 million) and tv-radio share (from 25.4%) the past year, largely attributable to loss of *Wide, Wide World* for General Motors Corp. (institutional) on NBC-TV.

On active broadcast client rolls were the NBC-TV's *Pontiac Star Parade* for that GM division; Dow Chemical with the special *Woman* series on CBS-TV; Minnesota Mining & Mfg. Co. with *Peter and the Wolf* on NBC-TV (including a repeat later this month); Cadillac with *John Daly and the News* on ABC Radio; Pontiac sponsorship (half) of Notre Dame football broadcasts on ABC Radio. Spot radio and/or tv clients were Michigan Gas, Good Humor, S.B. Thomas Bread and White Rock, plus such advertisers at Packard, Pontiac, *Detroit Times* and Metropolitan Dealers Assn. of Los Angeles. MJ&A neither lost nor gained any accounts.

TV PREVIEW

Managers of Montgomery Ward stores are finding tv film commercials a valuable source for augumenting their promotions and local merchandising efforts.

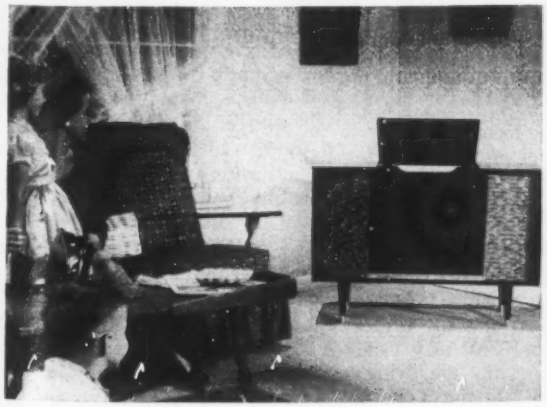
In fact, there's been an increasing number of requests for such material which managers incorporate in local tv schedules, according to Don Glasell, Ward's tv-radio supervisor. Over one-third of Ward's approximate 550 stores in the U.S. regularly request the films. And, he adds, these 180 stores are the major volume producers in the chain.

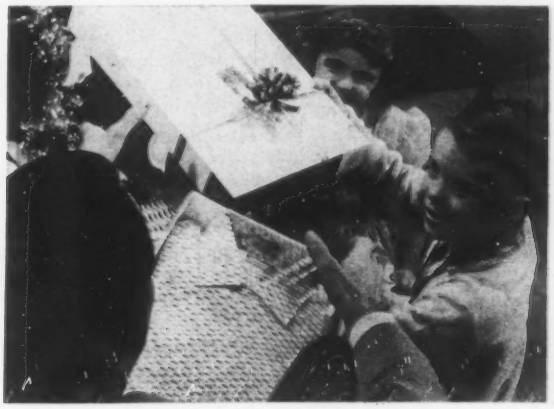
Most recent example of Ward activity is the series of two 50-second spots just completed by Fred A. Niles Productions for the Christmas season. One utilizes the stop-motion technique, featuring one-toy item and advertising Ward's Toyland section; the other features three items (stereo consoles, shirts and irons), stressing Christmas gift values and tieing in with Ward's December newspaper and mail circular promotion (see below).

Ad Autonomy • Montgomery Ward store managers, operating with relative advertising autonomy, decide whether to use tv. They buy the time locally, using parent company films but not money. It's estimated that the 180 stores spend about $600,000 annually (or 5% of their aggregate ad budgets) for time to air the factory-provided spots. They've participated in the project since 1956. The chain itself is not active in either spot or network tv.

Tv material supplied to store managers falls into two categories: special promotion and library commercials, with both being used in short-term schedules. Promotion announcements carrying price copy are used only in conjunction with major newspaper and circular campaigns. Filmed library spots feature specific items but do not include prices; they can be utilized any time during a specific selling season. Final 15 seconds in the commercials are reserved for local copy to spotlight a particular item covered in the film, together with price. Managers also get "tv tear sheets" for the edification of store personnel.

Such filmed tv commercials are effective for local merchandising, Mr. Glassell believes, because (1) local managers are offered hard-sell spots which they may use at their discretion on short-term schedules (with one, two or three items getting the full pictorial and copy treatment), and (2) employes are also apprised by the tear sheets of what merchandise is being advertised on television.





M-E'S CLYNE ISSUES CALL-TO-ARMS

Calls for public defense of tv and betterment of tv's product

The tv industry must stand up and fight, and look ahead to betterment of the product it provides the public.

The call to arms came last week in a frank appraisal of tv by C. Terence Clyne, senior vice president in charge of radio and tv at McCann-Erickson. At M-E, Mr. Clyne lords over a radio-tv billing that totals $108 million this years ($69 million in network tv).

What's needed, he said, is leadership among networks, station associations and station representatives. He called on tv spokesmen to "emerge and defend to the public what has been done and assure the public as to what is going to be done to correct the few things that are bad."

Mr. Clyne also asserted that neither legislation nor a czar can solve the ills because neither can improve entertainment nor put a stop to "larceny."

Advertiser Voice • Advertising agencies, he said, believe the tv advertiser should "continue to have a strong voice" in the program it sponsors.

Basic reason for his position, Mr. Clyne said in an appearance before the Radio & Television Executives Society's timebuying and selling seminar in New York, is:

"The sponsor has the same direct access, the same availability of talent, and programs as the networks, and the sponsor, because the program is presented under his name, is possibly more sensitive for quality and not so concerned with maximum audience. Shows like Dinah Shore are put on the air because the sponsor insists upon quality association and is not obviously concerned with his cost per thousand."

With Mr. Clyne on the rostrum was NBC-TV Vice President David Levy, programming and talent chief. He spoke up for balanced network program schedules.

Mr. Clyne used the RTES platform to advocate "a plan, and let's call it a white paper how we can see ahead," an objective he assigned to networks, agencies and sponsors and to "all the stations and their representatives."

Programming experts at RTES • C. Terence Clyne, senior vice president in charge of radio-tv, McCann-Erickson, and David Levy, vice president, tv programs and talent, NBC, were the speakers. They flank R. David Kimble (c), account executive, Grey Adv., who served as chairman of the programming session.

Mr. Clyne pointed to several areas needing a housecleaning, throwing in his recommendations for good measure:

Commercials—"We have too many on the air per minute of entertainment." He asked for a review of the double spot between programs, noting they have run their course and suggesting that "at least, the 30 seconds [spot] if it is going to go commercial, should be restricted to our product."

Bad Taste • He charged many commercials with being in "extremely bad taste in terms of going into the living room." Mr. Clyne asked for a new standard practice that will be "made to stick." The degree of "deceptive" commercials, he said, is but a small percentage of one per cent and could be easily eliminated along with "extraneous plugs" which are "wrong" because: first, they give added commercial time against entertainment, and second, "a sponsor is really subcontracting his time."

Mr. Clyne, in calling upon broadcasters, particularly station management, to assume leadership, asked: "Where are the leaders of principle among our station ownership? They are not very vocal. I know they are there."

Network or agency control—he said networks are responsible for total balance of programming and "accountable" for what is on the air regardless of program source.

Programming Hours • Mr. Clyne said there are some 10,000 hours yearly programmed by networks alone. In prime time they program over 3,000 hours a year. Yet the best 200 tv hours in a year compared to Hollywood's best 200 hours of features it can produce in a year would "win hands down in . . . appeal and relaxation and entertainment value."

The problem, he declared, is "that of the qualitative keeping up with the quantitative."

No Picnic • Mr. Clyne also stressed the casualty rate in tv and the difficulty of even top tv shows to gain 50% of the people tuned in (only six over a period of 12 years achieved this percentage, he said).

Consensus of the pontificaters on how tv can better its entertainment comes to this, according to Mr. Clyne: Sponsors should be out of tv and networks should have complete control. And this sentiment goes: American tv ought to be operated as the British system.

Mr. Clyne's answer—30% of all evening programs are controlled by the networks and presented by them—"so one-third of our nighttime network programming is under the British system right now."

Another 40%, he said, are presented by advertisers on an alternate-week basis but controlled by network full or partial ownership.

This, he continued, leaves about 30% at the most to the sponsor to "have the right to put in completely what he wants." Do we want to go the other 30% he asked. He cited various series initiated over the years by advertisers themselves and found, too, that in the past five years more than two-thirds of

NABISCO CEREALS

JOIN BIG MAC

ON 26-WEEK RIDE IN ALL MARKETS

National Biscuit Company has such faith in the new BIG MAC AND HIS MAGIC TRAIN show it is sponsoring one half hour a week for twenty-six weeks throughout all fifty states and Canada.

GET COMPLETE DETAILS FROM:

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK	247 Park Avenue, MUrray Hill 7-7800
CHICAGO	75 E. Wacker Dr., DEarborn 2-2030
DALLAS	1511 Bryan St., Riverside 7-8553
LOS ANGELES	400 S. Beverly Drive, CRestview 6-5886

1,000 specials were "initiated and supported by sponsors." He observed:

Not Qualified • "We do not think that the networks want this total responsibility. We do not think that the networks would at this time say they are staffed and qualified to do the job."

Mr. Levy said NBC programs with something for everyone in mind. This means minorities as well as majorities because "as it happens, minority views can very often become the majority view—given time."

"Television cannot achieve, though it can aim for, consistent high standards of excellence every hour on the hour," Mr. Levy acknowledged. "For whatever the deficiency or excellence, it starts with people," he explained.

As for the viewers, "we are dedicated to satisfying a wide range of tastes and interests. There is room for adventure programs and there must be room for programs that are adventuresome in substance, concept and form. . . . We'll try to reach everyone we can—be it by a western or by a ballet, by a private eye or an opera, by an original drama or a news special, by a comedy or by a political report, by a "Project 20" or a sport event—in black-and-white and color."

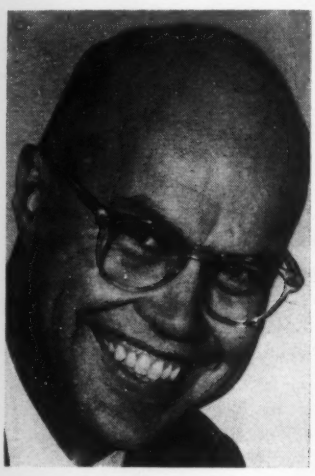
Wanted in ads — a return to reality

The greatest need in advertising: To get back in touch with reality.

James Nelson, creative director of Hoefer, Dietrich & Brown, San Francisco, called on the advertising industry to return to fundamentals in an address Nov. 20, to the final NAB Fall Conference at Seattle (other NAB coverage, page 68).

In a detailed critique on the type of advertising messages fed the American public, Mr. Nelson said, "My message is simply this: Quit smoking that stuff. Get back in touch with reality. Go outdoors and talk to some real people. Find out what kind of thing really makes their eyes light up, and makes them say, 'Gee whiz! Look at that!' "

Mr. Nelson qualified his comments this way, "I am well aware that there are agencies and advertisers who take the trouble to try to communicate with me in their ads, who recognize that I'm an individual and not a Mass Market; and who try to talk to me with sense, with humor, with dignity, with sincerity."



MR. NELSON
'I get tired . . .'

Dull Ads • A lot of advertisers are talking "to themselves," he said. "They suffer from being imitative; from addressing themselves not to flesh and blood but to a set of statistics; from being a too-perfect marriage of the insignificant with the unbelievable. In short, they're dull. We get tired of the thousands of visual cliches thrown at us daily; so tired that the only reaction these images inspire in us is a glazed eye and yawn."

He described some of the cliches in this language: "I get tired of beer ads in which an unseen hand has just finished pouring a glass perfectly full of amber liquid. I get tired of otherwise realistic ads in which the models hold cans or bottles by the itty-bitty tips of their fingers so they won't cover any part of the sacred label.

"I get tired of seeing people in ads get such a big charge out of activities which I know are a bore to most people, such as ironing, opening and closing oven doors, polishing cars, loading dishwashers, pointing at soaps or taking The Product off the supermarket shelf.

"I get tired of those men in white coats with pencils and clipboards—they're always putting the advertiser's product through some grueling test which it invariably passed well ahead of all competition."

Models, Too • "I get tired of models . . . those perfectly perfect models, the kind that never perspire or spit or go to the bathroom and who don't go to bed at night; they just go back into their case.

"In other words, I get tired of seeing people in ads who live a life that seems to bear absolutely no relationship to my life, or to the life of anyone I know. I see all those fine young people in the Oasis ads, having such a jolly time sitting in their sportscars, each one holding up a package of cigarettes for me to look at. I see an ad like that —or any one of thousands like it —and all I can do is shake my head and figure: I must be missing something.

"I know this, the manufacturer is missing something. Me. Me, multiplied by countless indifferent millions."

Gillette, NBC differ on bouts

NBC, The Gillette Safety Razor Co. and its agency, Maxon Inc., New York, are working up a rich lather over the Friday night boxing telecasts. The network is eager to cancel its pact for the bouts; the agency and sponsor think these telecasts are "sharp" and want to continue them.

NBC acknowledged last Wednesday (Nov. 18) that it had made overtures to Gillette for termination of the bouts and issued a bare statement saying:

"We have been reviewing the Friday night situation with Gillette on an amiable basis but we have not yet arrived at a decision."

Though NBC officials declined to amplify on the statement, it was reported that the network is disturbed by disclosures of alleged corruption and gangsterism within and on the fringes of the boxing industry. Sources close to the network said the audience for the bout has diminished and added that a collateral consideration is the network's desire to "play it safe" in this tv investigation era.

Gillette and Maxon have been quick to point out to NBC, it was reported, that the Friday night boxing telecasts still attract a substantial and responsive male audience. One official said the pact covering the fights runs through 1961 and Gillette is not inclined to easily surrender its franchise.

Though no meetings are scheduled for this week, it is probable that the network and advertiser will be persuaded to sit down and talk shortly, now that the dilemma has received widespread publicity.

Neither network nor agency officials would reveal the cost to Gillette of sponsoring the Friday night bouts on both NBC-TV and NBC Radio, but it is believed to be in the neighborhood of $6 million. In addition, Gillette sponsors other sports attractions on NBC-TV, including the All-Star Game (there were two this year), the World Series and the Rose Bowl Game.

Gillette has been sponsoring the Friday night bouts over the air since 1944. They were on network radio over Mutual and ABC for several years and later shifted to NBC.

Now! The big Baltimore market is

BIGGER

and

RICHER

than ever! OUR NEW SKYSCRAPING TOWER FACILITIES DID THE TRICK!

Now the important population areas you never considered a part of the Baltimore TV market are in the fold—but good!

Our new tower facilities stand 1049 feet above sea level—high enough to reach virtually every nook and cranny, behind practically every hill and water tank in Maryland with a crisp, clear picture. Now your Clients' commercial message on WBAL-TV makes a bigger muscle than ever before! And what reception! Better color! Always the best show in town!

Oh, how they love us on the Eastern Shore now! And in Laurel. And in Silver Spring! And in lower Pennsylvania. Now all these people with dollars to spend on your Clients' products can be watching "sparkling" Channel 11!

Yes, ladies and gentlemen, the Maryland market is back together again! It's all wrapped up and ready to be delivered to your Clients by WBAL-TV.

WBAL-TV Baltimore

Channel 11 NBC AFFILIATE
Associated with WBAL-Radio 1090

Represented by
Edward Petry & Co., Inc.

These capable radio personalities can make your wish come true. They're in the air all over the Twin Cities market, riding around on 1280 kilocycles. They talk to everyone . . . everyone likes them. They're an "open sesame" to the riches of Minnesota.

You don't even need a magic lamp. These WTCN genii come when you call. The moment you pick up your phone and call your Katz man, our modern day genii stand ready and able to do your bidding . . . your selling . . . your promoting. Give it a try, today. Make a wish on the Twin Cities market. Then, call your Katz man for availabilities on Twin Cities WTCN Radio. The results will astound you.

WTCN MINNEAPOLIS • ST. PAUL **RADIO AND TV**

Affiliate American Broadcasting Network
Represented Nationally by the KATZ Agency

Toy companies push Christmas sales on tv

While U.S. toy sales race ahead to a predicted record retail volume of more than $1.6 billion for the year 1959, toy manufacturers are spending an estimated $6.5 million in tv advertising, according to the Toy Manufacturers of America Inc., New York. Two of the top spenders are American Character Doll Corp., New York, and Remco Industries Inc., Newark, N.J., both currently in the midst of a 13-week pre-Christmas campaign directed by Webb Assoc. Inc., New York.

Using filmed minute-length commercials to promote a line of seven basic items for boys and girls, Remco industries is buying $1 million worth of tv spots in the top 50 markets during this 13-week period, it was reported last week by Elaine B. Hudson, tv director at Webb Assoc. The number of spots per week vary from a minimum of 10 in the smaller cities to a total of 75 a week in New York. All spots are placed in children's shows.

During this same period Remco and American Doll are investing some $200,000 as participants in CBS-TV's morning show, *Captain Kangaroo*, and as co-sponsors of CBS-TV's *Thanksgiving Parade Jubilee* (BROADCASTING, Nov. 9).

Remco also allocated an additional $35,000 to sponsor a series of special local telecasts around the country during November. Feature movie programs, each hosted by personalities who are popular with children, were scheduled for Nov. 15 and 29 in San Francisco and New York; Nov. 15 and 22 in Philadelphia, and Nov. 28 in Chicago. Telecasts of local parades will be sponsored by Remco in Baltimore on Nov. 26 and in Los Angeles on a partial basis the night of Nov. 25 and in full on Thanksgiving Day when the taped show will be repeated.

• Also in advertising

JWT honored • J. Walter Thompson Co. was to be honored last Friday (Nov. 20) for its 10 consecutive years of supplying creative services for the Advertising Council's Religion in American Life campaign. Special award was to be presented at the Council's annual awards luncheon in New York.

Taubman, Yardis merge • Samuel Taubman Adv., Phila., and Yardis Adv. Co. there, consolidated Nov. 1. Mr. Taubman becomes Yardis directors' board chairman, functioning as an active member of the agency. The Edward Robinson Agency, Phila., also merged with Yardis Oct. 15.

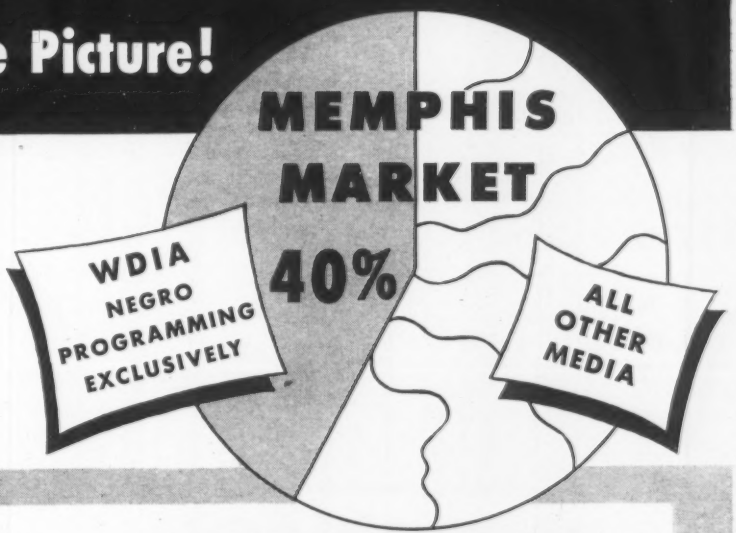
IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!



WITHOUT WDIA . . . YOU'RE MISSING 40% OF THE MEMPHIS MARKET!

And here's why this is a market you just can't afford to miss:

1. Negroes in the Memphis Market have totaled up yearly earnings of $616,294,100!
2. They spend 80% of this big income on consumer goods!
3. And before they *buy*, these Negroes *listen*—to WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

Let us send you proof of performance in your field!

Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TWO MORE SONDERLING STATIONS!

IN CHICAGO, IT'S

WOPA

Featuring Chicago's greatest Negro air salesman . . . "Big Bill" Hill

IN OAKLAND, IT'S

KDIA

The only full-time Negro station serving all Negro communities in the San Francisco-Bay area.

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.
WEST COAST REPRESENTATIVE: B-N-B, INC. — TIME SALES

SHADOWS OVER ADVERTISING

AFA meet discusses corrections needed to forestall intervention by government

The spectre of government advertising control hung over the first all-day seminar of the reorganized second district, Advertising Federation of America, last week in New York.

It was a day for soul-searching—in the wake of Washington tv quiz investigations—for blame-placing, answer-seeking and explanations. Thomas D'Arcy Brophy, retired chairman of Kenyon & Eckhardt, called his feature address, "The Need for Higher Standards & Ethics in Advertising." Arthur H. Motley, president of Parade Publications, said the effects of the tv quiz record extend to all media. Don Durgin, NBC-TV sales vice president, manfully tried to set the record straight from his network's and a tv point of view as well as to parry what he considered false allegations and impractical remedies.

C. James Proud, president and general manager of the AFA, charged district representatives at the end of the day to use their influence to protect advertising and "put integrity above all else."

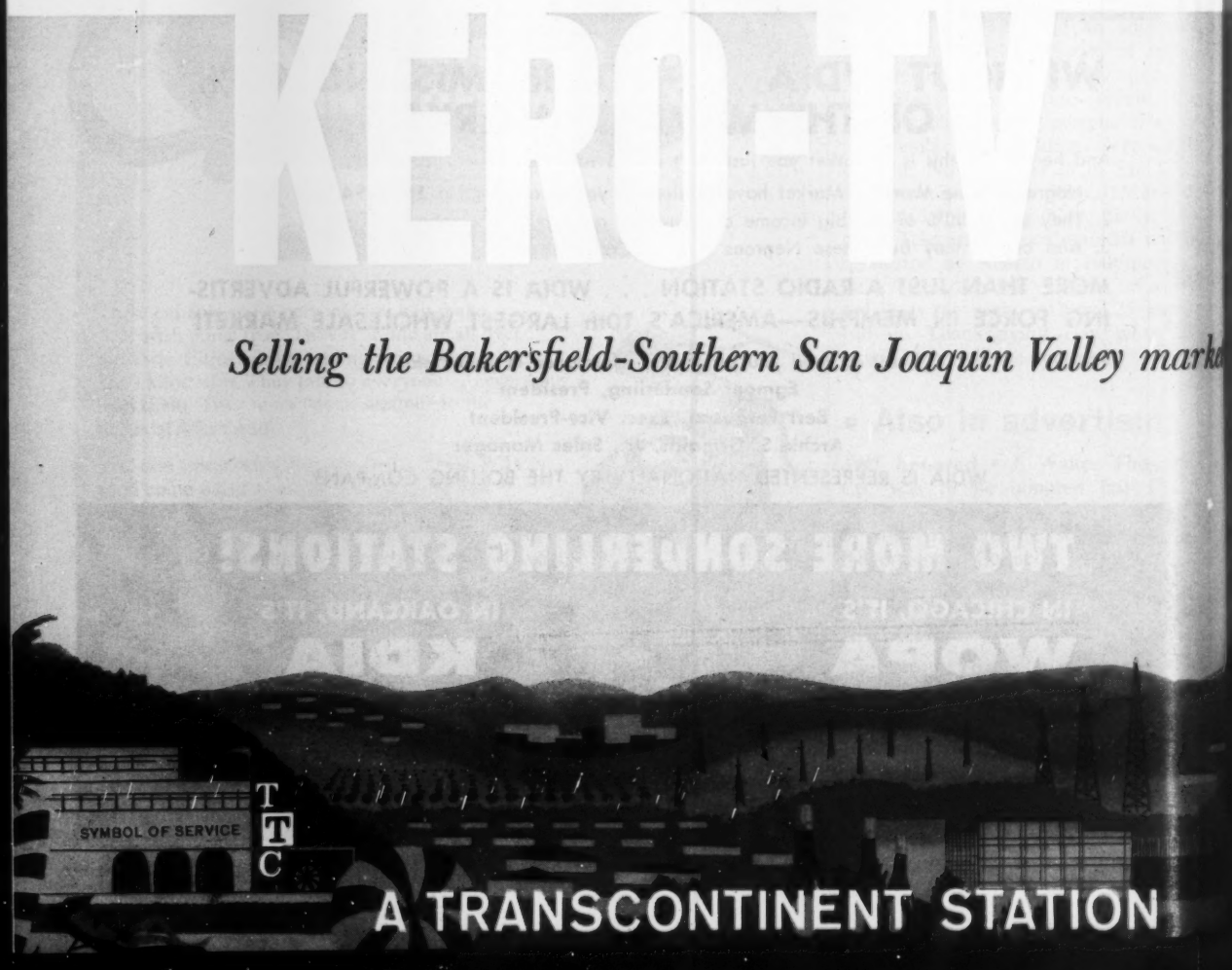
Some 150 members of local ad clubs in the Atlantic States came to the (Nov. 17) meeting, presided over by district Governor Alfred P. Rexford of The Poor Richard Club in Philadelphia and president of the R.W. Rexford Co. in that city. Second district clubs range from New York to Washington and Baltimore.

Ad Policing • Tv's troubles have spotlighted advertising's need for a code of ethics, Mr. Brophy said. The ad veteran called for self-policing to prevent government crackdown or consumer boycott. "We're not a profession, but we're professional men," he said, explaining that lawyers, doctors—even stockbrokers and accountants, all have formal business ethics. "Why shouldn't we impose greater discipline on ourselves," he asked, "because I'm sure if we don't, it will be done for us."

Media have traditionally performed a screening function in advertising but with tv networks this has lapsed, he said. These have "in effect abdicated their responsibility to advertisers and their agencies" in Mr. Brophy's opinion. Concerned as they are with sales, the advertiser and agency simply are not qualified to determine what goes into media, what goes on television shows today. Advertisers and agencies "must submit willingly to control by media," he counseled. But media alone should not be expected to do the job, he feels. Such organizations as the American Assn. of Adv. Agencies and the Assn. of National Advertisers should take steps for self-policing, Mr. Brophy said.

Taking over from Mr. Brophy, Mr. Motley condemned "the ethics of the market place" which allow deception. Laws are not the answer, the publisher said, but old-fashioned virtues are.

Look at the Record • Mr. Durgin entered a plea for AFA members to study the record in a situation where facts have become obscured, he said, by a lot of talk. He referred his audience to Capitol Hill testimony by NBC President Robert E. Kintner and CBS Inc. President Frank Stanton and to statements of Robert W. Sarnoff, NBC chairman of the board. "There is no question that the public was deceived



by certain quiz shows, but from that fact sweeping misunderstandings grow about all quiz shows, all advertising."

He offered networks' continuity departments as a factor overlooked in charges of lack of network control. Dealing with Mr. Brophy's opinion that networks have abdicated control of their medium, Mr. Durgin said that putting together a schedule of 70 hours weekly involves large numbers of people, and "no one organization can corner the brains." Complete network control is not the answer in NBC-TV's view. He cited Mr. Kintner's Washington testimony that networks are "whipsawed" between conflicting points of view as to whether it is in the public interest for networks to control and produce all programs.

The NBC-TV sales head said he didn't think it fair to say the nation's advertisers typically "seek the low road in a battle for ratings." On the contrary, he said, they constantly come to his medium seeking "the high road" in such sponsored series as *American Heritage* on NBC-TV and *CBS Reports*. Even the "bread-and-butter" weekly programs seek to portray a company in a favorable light rather than to succeed in terms of circulation alone, he said.

CORTNEY CRUSADES IN CHICAGO

Suggests suspension of commercial tv for two-or-three-year pay-tv experiment

Cortney of Coty took his "hands-off entertainment code" to Chicago last week, charging that television has become "the prostitute of merchandising" and calling for more morality and honesty in business.

Philip Cortney, president of Coty Inc. and Coty International, addressed an Advertising Executives Club dinner, held Tuesday in cooperation with the Chicago Federated and Women's Advertising Clubs, Broadcast Advertising Club and the local chapter of the Academy of Tv Arts & Sciences.

Earlier, he embellished his campaign during a noontime news conference at which he:

- Suggested the suspension of free, commercial tv operations for a two-or-three-year period in favor of pay tv experiments.
- Reported unfavorable reaction to his campaign from larger advertising agencies.
- Chided the Assn. of National Advertisers for the apparent reluctance of its members to keep hands-off tv programming and branded ANA as "monopolistic" and an organization in which "powerful voices prevail."
- Expressed some misgivings about network-advertiser-agency dedication to ratings.

The Crusade • Mr. Cortney reiterated the details of his crusade against repetition of the "shameful tv quiz hoax" for which he has been running a continuing series of newspaper advertisements. His prepared talk, while covering the tv quiz scandal, emphasized advertising as the country's economic foundation.

At his news conference Mr. Cortney said he favored pay tv if for no other reason than it would reduce the sheer quantity of programs and obviate the excuse of many viewers that they watch tv "just to kill time." Additionally, he seriously questioned the theory of "getting something for nothing."

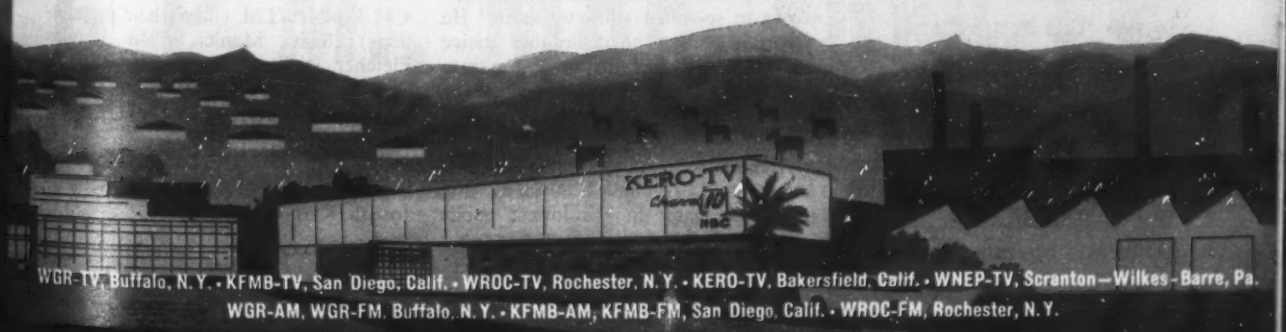
Mr. Cortney evaded a newsman's question as to whether a suspension of free, commercial tv operations would be practical or feasible. But, he felt, a two or three-year test of pay tv might

IF THERE EVER WAS A PLACE where it makes sense for an advertiser to put all his eggs in one basket, it's KERO-TV in the rich, diversified area of Bakersfield and Southern San Joaquin Valley in California.

Transmitting from the highest mountain-top tower in the West, KERO-TV provides the only VHF reception in this growing market that boasts $1.1 billion in effective buying income. Covering nearly three times as many television homes as its competitors, KERO-TV is the only channel available to thousands of homes in the area.

Ask your Petry television man for more details about KERO-TV's complete coverage and rating dominance in the Bakersfield market.

NBC • CHANNEL 10 • BAKERSFIELD



WGR-TV, Buffalo, N.Y. • KFMB-TV, San Diego, Calif. • WROC-TV, Rochester, N.Y. • KERO-TV, Bakersfield, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Pa.
WGR-AM, WGR-FM, Buffalo, N.Y. • KFMB-AM, KFMB-FM, San Diego, Calif. • WROC-FM, Rochester, N.Y.

well be an alternative to complete government control of programming.

Embarrassing Question • Networks have a responsibility for upgrading program standards ("the tastes of the people have been degraded"), a challenge which might well be forced by toll television, Mr. Cortney asserted. He was plainly embarrassed when a Chicago newspaper tv-radio critic asked him if he considered such programs as *The Gale Storm Show*, *American Bandstand* and *Beat the Clock* (on which Coty has participations) as upgrading."

Mr. Cortney warned that "If the goal of advertisers is simply to get the highest ratings, they are bound to cater to the lowest tastes and masses." In response to questioning, he indicated he finds no particular fault with the mechanics of audience measurements themselves. "There is probably nothing wrong with ratings *per se*," he said, "But I don't know whether the sample is adequate or not."

Discussing reaction to his "hands-off entertainment code," Mr. Cortney said the larger agencies seemed to oppose it (because "their pocket book is involved") in contrast to smaller ones. Appraised of the reluctance of large advertisers to such a recommended hands-off policy for programming (BROADCASTING, Nov. 16), Mr. Cortney described the Assn. of National Advertisers as typical of big associations in which "powerful voices prevail."

Mr. Cortney repeatedly urged a clearer definition of the "public interest" as applied by the FCC. He charged anew that agencies, networks and sponsors "will do anything" to assure the highest ratings. He advocated the magazine concept of advertising applied to tv, claiming advertisers should have no control over editorial matter. The issue is simple, he suggested: Are stations to serve the public interest or not?

Cooperation Permissible • Programming should be the "sole responsibility" of the networks, he declared. But this doesn't obviate the possibility of cooperation with producers and packagers.

In his prepared speech, Mr. Cortney said "the only thing which seems to matter in the choice of programs is the rating. . . . The desperate fight for high ratings had lead the tv industry to devote 24 hours a week during the scarce prime evening hours of the networks to so-called adult westerns." He suggested that "The deplorable choice of programs to get the highest ratings for the advertisers tends to destroy the moral fibre of our homes and to demoralize them."

Apparently, manufacturers, networks and producers have decided that they must cater to the lowest public tastes to get the largest mass-audiences, Mr. Cortney declared. Networks should give viewers "not what is considered popular" but programs "which inspire the desire for a good life." He added, "We doubt the people want to be played constantly for suckers or for immature children."

Mr. Cortney indicated that, despite the "helplessness" of FCC and FTC, the guilty could be prosecuted under the Federal Trade Commission Act governing "unfair methods of competition" and "unfair and deceptive acts or practices" in commerce.

The Coty executive renewed his plea for adoption of the "magazine concept" in broadcast media (hands-off program content), charging that tv advertising has become "a dangerous force for abnormal power and an instrument of monopoly."

• Business briefly

Time sales

Ups ad budget • Hertz Rent-A-Car System, Chicago, will increase its 1960 national advertising budget from an estimated $5 million to $6.5 million. The expenditure calls for an expansion of its regional tv spot campaign in key markets, plus heavier use of other media. Agencies: Norman, Craig & Kummel for rent-a-car advertising, slated to be $5.8 million, and Needham, Louis & Brorby for car-and-truck lease, expected to run about $700,000. The new budget represents an all-time high for Hertz which started national advertising in 1947 with a limited allocation of $242,000.

Fifth season • *Christmas Sing With Bing*, starring Bing Crosby, returns to CBS Radio Dec. 24, (9:05-10 p.m. EST) for the fifth successive year under sponsorship of Insurance Co. of North America, Philadelphia, Agency: N.W. Ayer & Son Inc., Phila.

Agency appointments

• Mars Inc. (candy), Chicago, appoints Needham, Louis & Brorby, that city, to handle its $3 million account. Approximately two-thirds of its 1959 budget was allocated for tv. Advertising previously was handled by Knox-Reeves, Minneapolis. Herbert H. Lehrter has resigned as Mars' general advertising manager effective Dec. 1.

• 42 Products Ltd. (men's hair preparations), Santa Monica, Calif., names Fletcher Richards, Calkins & Holden, L.A.

• KABC-TV Los Angeles names Doyle Dane Bernbach, L.A.

• Gotham Audio Sales Co., N.Y.: The Joseph Katz Co., N.Y.

We interrupt our regular advertising program to bring you the following special announcement:

October PULSE* shows WWDC RADIO FIRST by biggest margin ever in Washington, D.C. area's total share of audience from 6 A.M. to midnight, Monday through Sunday— WWDC FIRST in EVERY quarter hour, 6 A.M. to 6 P.M., Mon. thru Fri.

**Washington, D. C. 5-county area — covering 569,900 radio homes*

In growing Jacksonville, Fla. it's WWDC-owned WMBR Radio—both represented nationally by John Blair & Company

MORE PUNCH PLANNED FOR TV CODE

Sweep, or be swept, says McGannon in closed circuit plea

The NAB Television Code Review Board moved last week to strengthen the code itself and to muster more code subscribers.

In a special meeting in Los Angeles Monday and Tuesday, the Board drafted code amendments which would prohibit misrepresentation in both programs and commercials.

On Wednesday Donald H. McGannon (Westinghouse stations), the code board chairman, went on a closed circuit telecast over all three networks to plead for members.

The code board's actions were taken for the announced purpose of heading off threats of intensified government controls. As Mr. McGannon put it on the closed circuit appearance: "Either we do it, or it's going to be done for us."

The language of the amendments that were drafted last week was not announced. It must be submitted to the NAB television board which alone has the power to make code changes. (At midweek it was uncertain whether the NAB television board would be summoned to a special meeting or polled by telephone, wire or mail.)

Rigging, The Target • Reportedly the amendment pertaining to programs would prohibit all deceits which were detrimental to the public. Although quiz rigging of the kind disclosed by the House Oversight Subcommittee was the primary target, the amendment was said to be broad enough to include other types of programs. In news interview shows, for example, the audience would be told if there had been rehearsals.

The amendment pertaining to commercials was understood also to be a broad injunction against exaggerations and misrepresentations. It would prohibit video or audio techniques that make a product look better than it is.

In the closed circuit appearance last Wednesday, Mr. McGannon referred to the many government investigations now underway or scheduled and gave the first news of still another that had not theretofore been announced—the Senate Commerce Committee's. Mr. McGannon read a letter from Sen. Warren G. Magnuson (D-Wash.), chairman of the committee, inquiring into the code board plans for tightening self-regulation (see story page 78).

"I hardly think it is necessary," said Mr. McGannon, "to devote very much of our limited time here to estimating the seriousness of the position in which the television industry now finds itself.

Goodbye 'Other Fellows' • "The time has passed for recriminations, of which there have been many. And the time has passed when any of us can afford to sit by and say: 'Let the other fellows take care of this problem.' There aren't any 'other fellows' in this regrettable situation. The shadow has fallen on the industry as a whole, and no single part of it can escape the consequences or the responsibility for doing something about it." Mr. McGannon said that television recognized the importance of self-regulation when it adopted the television code in 1952.

"But there is something sadly wrong," he said, "not with the television code itself but with the manner in which we have failed to support it."

The three television networks and 271 television stations now subscribe to the code, he said. But nearly half of all operating stations do not subscribe to it.

If television is to defend itself against new government controls, "we must have self-made rules that will apply to all, or certainly to virtually all of us," Mr. McGannon asserted. "And they must be definite and implacable rules, for we are identified with a medium so dynamic, so intrinsically powerful, that we will always be fair game for the charlatan, whether it's a matter of cheating or pretense in programming or a matter of spurious advertising."

Strength In Numbers • No code is any stronger than its support, Mr. McGannon stated. "Hence if we could show a marked increase in membership over the next few weeks, we would be looked upon with considerably greater favor by those who now are skeptical about our intentions or our ability."

He asked stations to send the code board telegrams affirming support of the code. Given a widespread show of support for the code, "we will have accomplished the first immediate objective of forestalling an authoritarian onslaught that could be nothing short of tragic not only to the industry but to the American public." This show of strength needs further reinforcement in an upgrading of standards throughout television, Mr. McGannon said.

"Individually, wherever it is needed, we must clean up our own house," he said. "This means demonstrating by word and act the integrity that is expected of us—yes, which is demanded of us. Without this, any attempt to convey an image of responsibility to the public of their governmental representatives will be a sham and [will be] rejected." In both programs and commercials, he said, an elevation of standards is required.

Specific On Deceit • He referred specifically to "the kind of misrepresentation implicit in the quiz program incidents, and any related programming formats or devices which deceive the public to the public's detriment."

Advertising, he said, was both a qualitative and quantitative problem of "what kind and how much." It is also a subjective problem "to the extent that some products that might be acceptable in some markets might not be in others."

Further, Mr. McGannon alleged that advertising which may be acceptable in the print media, for personal products, for example, can be "wholly repugnant" on tv. The strength that makes television different from other media also makes it a better advertising vehicle, he said.

"We must nurture this strength," he said. "In so nurturing it we will be faced

Ike 'rigged'?

The *Democratic Digest*, publication of the Democratic National Committee, last week charged Republicans with starring President Eisenhower in "rigged" tv commercials in the 1952 election campaign.

The *Digest* said President Eisenhower on a single day in New York answered 50 prefabricated questions on political issues as written by Rosser Reeves of Ted Bates & Co., Adv. Later people were "recruited" from regions which the tv spots were intended to reach. They were filmed asking the identical questions and the Eisenhower answers were fitted to the films, the *Digest* said.

A GOP spokesman disagreed, saying: "The *Democratic Digest* has been asking its own questions and supplying its own answers for six years now without any noticeable contribution to the truth."

Code on closed circuit • Members of the NAB Tv Code Review Board appeared on a special closed circuit telecast Nov. 18 to appeal for united support. All three tv networks played the half-hour program—ABC-TV at 1:30-2 p.m., CBS-TV and NBC-TV 5-5:30 p.m. All stations, affiliated or independent, were asked to watch and were encouraged to assemble as many of their staff members as possible. The presentation was given by Don McGannon, Westinghouse stations, code board chairman. Introduced on the telecast were: (l. to r.) Frank Morris, assistant director, West Coast office; Edward H. Bronson, tv code director; NAB President Harold E. Fellows; Gaines Kelley, WFMY-TV Greensboro, N.C.; Mrs. A. Scott Bullitt, KING-TV Seattle; Chairman McGannon; E.K. Hartenbower, KCMO-TV Kansas City; Joseph Herold, KBTV (TV) Denver; Harry H. Ward, assistant tv code director.

with hard decisions, impelling us in some instances to say 'no' in full knowledge that we are foregoing significant advertising appropriations."

Code Means Confidence • He urged stations to abide by the code's limitations on the length and frequency of commercials. Observance of those limitations "may have a great deal to do with the proportion of public confidence which our medium inspires—a public confidence which we need to exist—a public confidence which unhappily has been badly fractured in recent weeks."

Mr. McGannon reminded his audience that the code board and its staff had this year intensified its surveillance over both programming and advertising.

It has stepped up monitoring of commercial volume on subscribing stations to 100,000 hours a year. (This monitoring is done by broadcast advertisers reports.)

The members of the code board and staff have increased their own monitoring of program content. "Reports of violations of the code are reaching the program producing units faster and more meaningfully," Mr. McGannon said.

Films Have Seal • The Hollywood office which the code authority opened early this year is working closely with film producers. Mr. McGannon pointed out that films meeting the standards of the code display the code seal. "Look for this seal," he told his audience. "Insist upon it."

"The code," Mr. McGannon stated, "is our best, if not our only, hope for unified self-disciplinary action that will satisfy the requirement of the present situation and those arising in the future.

"We will be free only so long as we are respected. This respect must be based upon our ability to demonstrate responsibility for this medium we control."

SPEND FOR PROFIT
Success with tv ads in recession cited

Where advertising was once considered only a lubricant, it's recognized today as the power that runs the manufacturing machine. Sales decline is what Television Bureau Advertising calls "the exponential" in its latest large-screen presentation. It was unveiled before approximately 900 station and network representatives and advertising agency executives in Chicago Friday.

The presentation highlighted TvB's annual anniversary convention (Nov. 28-30). Comprising a board meeting, sales clinic planning, election of new directors and a chairman plus talks by leading industry representatives.

Aside from the new presentation, unveiled by Norman E. Cash, TvB president, bureau members heard an impromptu defense of ratings from Arthur C. Nielsen, board chairman of the research organization bearing his name. The luncheon speaker was FCC Chairman John C. Doerfer.

Participating in the presentation for TvB were George G. Huntington, vice president and general manager, John Sheehan, vice president, national sales.

Talk of Advertising • Mr. Cash pointed out to members and guests that "today, the manufacture of production can only follow the manufacture of consumption. And the manufacture of consumption can be done only through the creation of new customers. New uses of consumption on the part of old customers, new uses for old products, new needs for new products, new improvements in all products. And this, all this, is the task of advertising."

For some industries, he pointed out, this means spending more money. Increased consumption can mean disproportionately great increases in profit. But the initial need, according to TvB, is "sheer coverage"—turning coverage into reach; the advertiser then must "attract, intrigue, and intrude."

The presentation spelled out what the

Pulse Beat

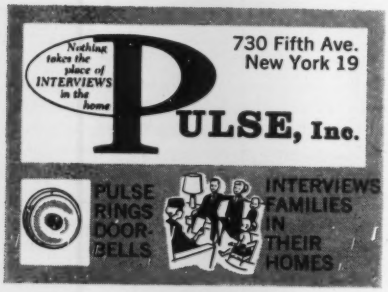
2,086 "counties that count"—including all of the 50 U.S. states, are available in Pulse's audience/circulation data now purchasable on individual county or package plan. Pulse "recognized" Alaska and Hawaii years ahead of admittance. "Two-thirds of the productive sales areas, where more than 90% of sales are made, are thus covered," states Syd Roslow. "An astute management is not interested in coyote counties or bare spots. We produce our coverage data from the many hundreds of market and area studies constantly engaged in." A map and itemization of the 2,086 counties available, free.

Puerto Rico Office opened. Under the direction of a veteran, Pulse-trained research expert, Fernando E. Zegri, an amply staffed office and field force has been established in San Juan. For past three years Pulse has conducted standard audience measurement and qualitative probes in this productive market.

"Accurate within tenths of a decimal pt.!" A foremost advertiser slipped Pulse research trick question in a special survey—knew in advance the exact dollar data and percentage of sales for special item. Pulse interviewing produced identical finding, accurate within a single percentage point. Not an isolated example. Pulse welcomes all such checks.

19 candles for the next cake. At Pulse's 18th party at Plaza, more than 500 birthday guests gathered to salute Arthur Godfrey honored as "Man of the Year." No other talent has ever won such a tremendous audience hold—with possible exception of F.D.R.'s fireside chats. Pulse estimate: some ¾ of entire U.S. has received Godfrey messages weekly. "Shortest, smartest, wittiest speech of record," was the praise for acknowledgement of 31 years in the business.

Who drinks beer? The most? For years he-man thinkers said sports almost exclusively. Remember Pabst Blue Ribbon fights? Today's topper is the mystery-crime-melodrama. *Every* month Pulse classifies *every* network TV program by a special characteristic or product purchase. You should be smart—qualitatively smart to the decimal point. Pulse subscribers are!


Nothing takes the place of INTERVIEWS in the home
730 Fifth Ave.
New York 19
PULSE, Inc.
PULSE RINGS DOORBELLS
INTERVIEWS FAMILIES IN THEIR HOMES

nation's top 100 advertisers did to maintain their sales (and those of advertising generally) during last year's recession. They spent $41 million less in newspapers and $10 million less in other media, which would have prompted a total ad business decline of $52 million. However, they also spent $45 million more in both network and spot tv. Television thus turned a recession into a record year, creating $38 million in new advertising dollars.

In terms of tv reach, the average audience claimed by the lowest-rated programs hit over six million homes per telecast. TvB members and guests were invited to compare this figure "with the potential audience of other media. You'll find these latest successful tv programs deliver more than the most successful of other medium."

Faster The Profits • Noting the function of advertising is to increase sales, TvB said: "From sales comes the profit. From profit comes the money for more advertising. The faster this cycle of advertising to sales to profit to dollars for more advertising, the faster the profits. Advertising that reaches people now and not weeks from now, is in the best position to create sales now, profits now . . .

"But the speed of reaching people does not mean just attracting their attention whether you attract, intrigue or intrude. It means the speed with which you implant your idea, register your message, convince. And this speed of conviction depends upon the tools for selling you have. The availability of the right tools to do the job makes the difference between an amateur and a professional . . .

"In manufacturing, the better your tools, the better your product. In advertising, the better your tools, the better your product.

"Television's tools (color, videotape) have not been measured, few are even counted. But count them for yourself, consider them when you compare media for your advertising-manufacturing dollar."

Also featured during the TvB presentation was Walter Reisinger, regional brands advertising manager for Anheuser-Busch. He said television has changed the map of America, by creating a new marketing concept. No longer is a market's boundaries set by city limits or by reach of newspapers in other media. Today the market is judged by the reach of the television signal.

Prophecy reminder

Members of Television Bureau of Advertising are getting plaques recalling a prophecy made five years ago with the birth of the bureau. The plaques, designed for network, station and station representative members, carry the inscription: "Five years ago it was prophesied, 'The more advertisers know about television, the more they will use it' . . . and TvB was born. Today they know more and television is the leading national advertising medium. For your inspiration and continuing support, we express our appreciation." It's signed by Roger W. Clipp, TvB board chairman, and Norman E. Cash, TvB president. The plaques are being distributed to some 256 members in connection with the fifth anniversary convention in Chicago.

NIELSEN HITS BACK
Criticism of ratings unfair, he tells TvB

Arthur C. Nielsen Sr. of the pioneer audience measurement service firm is plainly roiled about charges that ratings are ruining tv and might even be rigged.

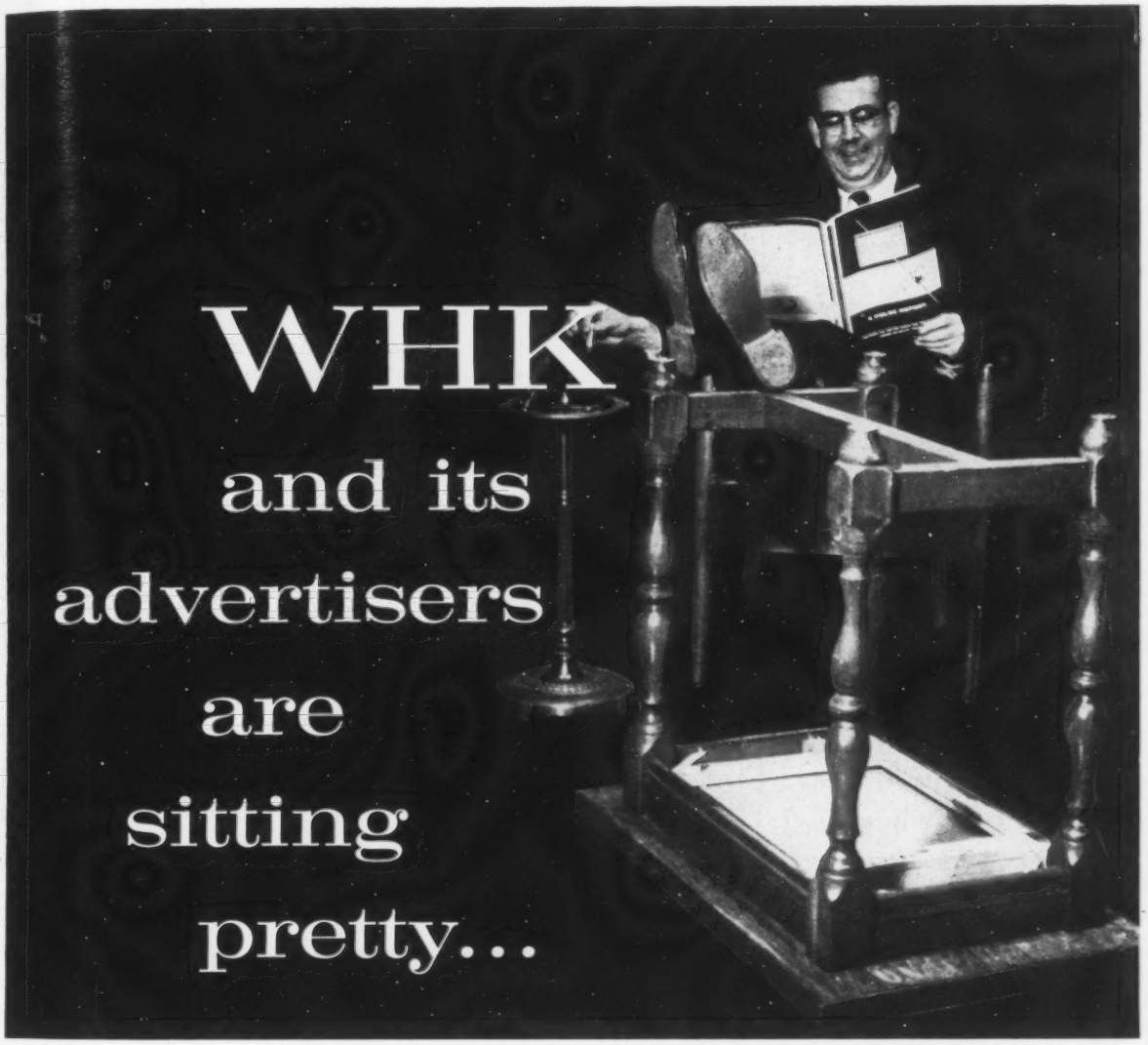
At the Television Bureau of Advertising annual convention in Chicago Friday (see story, page 69), he said he had decided "the time has come to face up to this nonsense right now" and scored the attacks as "vicious and unjustified." Said he: "It is too serious to go unanswered."

Mr. Nielsen, chairman of A.C. Nielson Co., went a step further. He revealed he had wired the FCC and House Legislative Oversight Subcommittee, Chairman Oren Harris (D-Ark.) Tuesday inviting an inspection of Nielsen's Chicago headquarters and broadcast division.

Before discussing the importance of marketing in distribution of consumer goods and tv from the researcher's viewpoint, Mr. Nielsen took this tack on tv ratings:

"Ours is a complex business; one that is little understood by non-professionals. One result has been the vicious and unjustified attacks made on Nielsen broadcast audience measurement based upon complete lack of knowledge of audience measurement or even inclination to learn what our business is all about. Outspoken individuals in Congress condemn sampling in tv research and yet base important decisions on government statistics produced by these very same sampling methods.

"We have maintained a long standing policy of keeping our doors open to all clients and prospects who wish to obtain a clearer understanding of



. . . as Pulse reveals a 24% share-increase and a virtual tie for first

Station	May-June* share	Sept.-Oct.* share	Change
WHK	16.1%	19.9%	+24.0%
"A"	23.2%	21.2%	— 9.0%
"B"	16.2%	16.9%	+ 4.0%
"C"	14.0%	12.8%	— 9.0%
"D"	9.4%	8.1%	—14.0%
"E"	8.5%	8.3%	— 2.0%

*Monday—Friday, 6 a.m.—12 midnight

This table shows how the tables have turned

What turned the tables? A new blend of WHK servicemanship, newsmanship, and showmanship, compounded specifically for the Cleveland market. To make *your* product get and/or stay healthy in Cleveland, call Harvey Glascock (EXpress 1-5000) or let a Blair man elaborate.

WNEW NEW YORK CITY AM-FM

WNEW NEW YORK CITY TV

WTTG WASHINGTON, D. C. TV

THE NEW **WHK**

the new sound and the new sell of radio . . . in

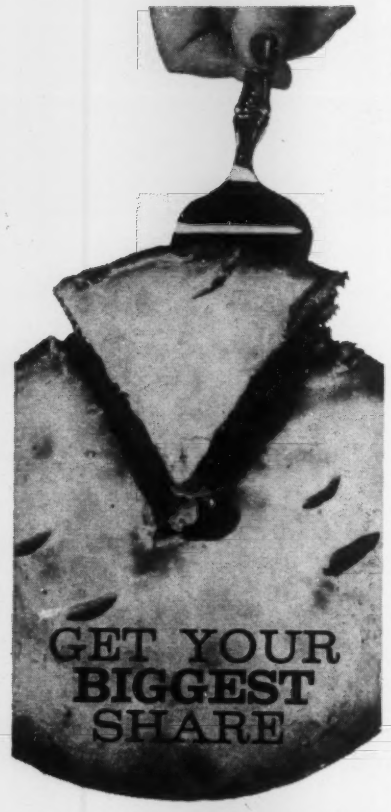
CLEVELAND

5000 EUCLID AVE. • TELEPHONE: EXPRESS 1-5000

HARVEY L. GLASCOCK
Vice President & General Manager

JOHN BLAIR
Exclusive National Representative

DIVISION OF METROPOLITAN BROADCASTING CORPORATION



OF THE #1 MARKET IN KANSAS!

WITH WICHITA'S #1 HOOPERATED AND PULSRATED STATION

KWBB NOW OPERATING DAYTIME ON

5000 WATTS

(Nights — 1000 watts)

WE'RE A PERSONALITY STATION!

KWBB's outsize share of the Wichita audience reflects its A#1 talent — all with outstanding audience loyalty!

D. J.'s Billy Dee, Lee Nichols, Dick Jones, John Campbell, Jim Curran, and George Brumley

NEWS Jim Setters, John Wagner, George Langshaw, and Jay Howard

FOR A BIGGER RETURN ON YOUR ADVERTISING DOLLAR BUY THE BEST BUY — KWBB ... and get the #1 share of the prosperous "recession-proof" Wichita market

First in Hi-Fi Music • News and Sports

represented by George P. Hollingbery Co. Southern-Clark-Brown Co.

IN WICHITA • DIAL 1410

KWBB

our business thru personal visits to our Chicago headquarters and conversations with our people. Last year in our mutual interests, I voluntarily appeared before the Magnuson [Senate] committee and explained in detail the operation of our broadcast division. Further, since it is important that interested individuals in government have a basic knowledge of audience research and how it's conducted, a telegram was sent last Tuesday inviting the FCC and the Harris committee to visit our Chicago headquarters and see first hand the operation of our broadcast division."

In his prepared talk, Mr. Nielsen decried the misuse of ratings and cited newspaper columnists "who are seeking to destroy confidence in audience research." Among the detractors, he noted, are "those misguided persons who blame [it] for the demise of certain programs which they consider to be worthy of staying on the air." Audience research, he asserted, "is no more responsible for the demise of a program than the box office accountant is responsible for the closing of a Broadway show. In each case, the closing is due to the lack of sufficient audience. Audience research, like the box office accountant, counts the votes of the public; the actual decisions on programming are made by others."

Mr. Nielsen predicted tv advertising will hit $2.2 billion in 1963 (about 17% of all U.S. advertising allocations), compared with $1.3 billion in 1958. He said this suggests advertisers have found tv to be "an effective force for moving merchandise from seller to buyer" and that the medium has reduced the cost of distribution, thus helping to boost the standard of living in the U.S. and other countries. Tv also has played a vital role in boosting profits and capital values of manufacturing, retailing and other corporations which use it as an advertising medium, he claimed.

MBS reorganization

U.S. Referee Asa Herzog last week delayed action on the Mutual reorganization plan under Chapter 11 of the Bankruptcy Act until Dec. 8. Judge Herzog was scheduled to act last Monday (Nov. 16) but he postponed a decision until Mutual and the City of New York settle the latter's claim for back taxes.

Though the city and the network earlier had agreed on the amount owed, an obstacle arose when the city insisted upon payment in a lump sum instead of staggered reimbursement. Referee Herzog asked the parties to resolve their differences before Dec. 8.

NETWORK TV GROSS UP 10.5%

ABC-TV shows biggest gain in September

Gross time charges in network tv totaled over $451 million for the first nine months of the year. This represents a 10.5% gain compared to the same period a year ago.

Network billing was reported last week by Television Bureau of Advertising. Compilations are made by Leading National Advertisers-Broadcast Advertiser Reports.

In September alone, the increase in billing was 13.6% for networks combined. ABC-TV led the networks in gains, scoring a 19.8% increase. CBS-TV was up 7.8% and NBC-TV increased 9.3%.

A greater pickup in billing, however, can be expected for October as the networks get further into the new tv season. Very little of the new season's billing occurs in September until late in the month when a few of the shows make their seasonal debuts. The TvB report in full for the nine months and September follows:

	September			Jan.-Sept.		
	1958	1959	% Change	1958	1959	% Change
ABC-TV	$ 6,627,093	$ 8,546,650	+29.0	$ 72,252,184	$ 86,566,156	+19.8
CBS-TV	19,427,754	21,196,220	+ 9.1	181,191,831	195,350,810	+ 7.8
NBC-TV	16,362,343	18,433,589	+12.7	154,672,625	169,096,378	+ 9.3
TOTAL	$42,417,190	$48,176,459	+13.6	$408,116,640	$451,013,344	+10.5

Month by Month—1959	ABC-TV	CBS-TV	NBC-TV	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48 884,508
March	11,565,031	23,265,395	20,728,315	55 558,741
April	10,309,263	22,077,285	19,739,816	52 126,364
May	9,946,570	22,298,271	19,674,494	51 919,335
June	8,930,114	21,171,128	17,984,845	48 086,087
July*	8,391,470	21,269,782	17,883,111	47 544,363
August*	8,205,520	21,137,261	17,298,527	46 641,308
September	8,546,650	21,196,220	18,433,589	48,176,459

*** Figures Revised as of Nov. 11, 1959**
LNA-BAR: Gross Time Costs Only

Herald-American SYRACUSE

City Glued To Radio For Game

S. U. Backers Go Wild As Sun Sets Orange

By Howard J. Carroll and Richard Case

Radio was king for a few hours in Syracuse yesterday afternoon.

Everybody had their radio on—or just about everybody—between 1:30 and 4 p.m. And everybody knows why.

To listen to one of the biggest stories—certainly the biggest sports story—to ever be broadcast in Syracuse. It was Syracuse University against Penn State. Never has there been more excitement over an Orange football team.

Everywhere you went — the Hill campus, the hospital, the firehouse, the private home or the tavern — you knew this was so.

"Those penalties are going to kill us," declared some Orange boosters at Walter White's Tavern, 1700 E. Fayette St.

Car Radios, Too

Outside, cars were whizzing by, and everything seemed normal. But it wasn't really.

All the cars had the BIG game on. Those you didn't hear somehow you knew the car radios were on. Everybody was driving slow.

The score was still 6-0, but this didn't dampen the spirits of two coeds, snuggling up in a flashy red MG.

Co-eds Sure

"We'll win. Wait and see," said Sheila Blum, 19, a junior. Joyce Trinin, 20, a senior, was confident, too.

As the WSYR announcer's last hoarse metaphor died away on the radio a volley of cannon blasts shook the Syracuse University campus.

GLUED TO WSYR OF COURSE!

RADIO WILL ALWAYS BE AS BIG AS IT MAKES ITSELF.

DAY IN AND DAY OUT, WSYR RADIO PROGRAMS ARE BIG... EXCITING... INFORMATIVE.

PEOPLE DON'T STAY "GLUED" TO ANYTHING LESS!

NBC in Central New York

WSYR

5 KW · SYRACUSE, N. Y. · 570 KC

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

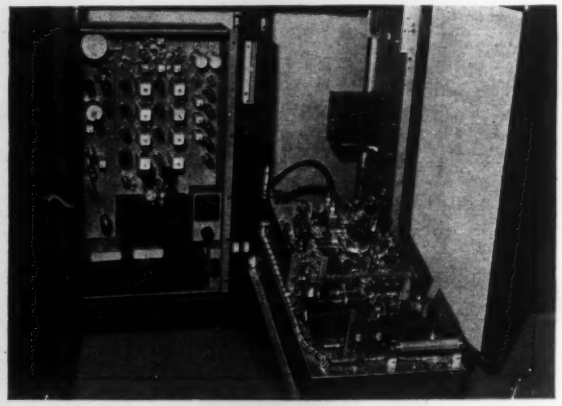
NEW YORK • BOSTON • CHICAGO
ATLANTA • DETROIT • SAN FRANCISCO

COMPACT NEW 11 KW VHF TELEVISION TRANSMITTER

Combines with an RCA High-Gain Antenna to Provide Effective Radiated Power Up to 180,000 Watts— Channels 7 to 13. An Unusually Low-Cost Package. (Or can be used as a driver to obtain higher power)

The TT-11AH answers the need for a modern television transmitter for the high band. It is designed for remote control, ease of operation, and improved performance. It assures low operating and maintenance costs and minimizes space requirements.

Space savings are effected through the use of common power supplies, walk-in cabinetry, and improved equipment layout. As a result, a reduction in floor area up to 40%, compared with previous 10 KW transmitter installations, can be realized.

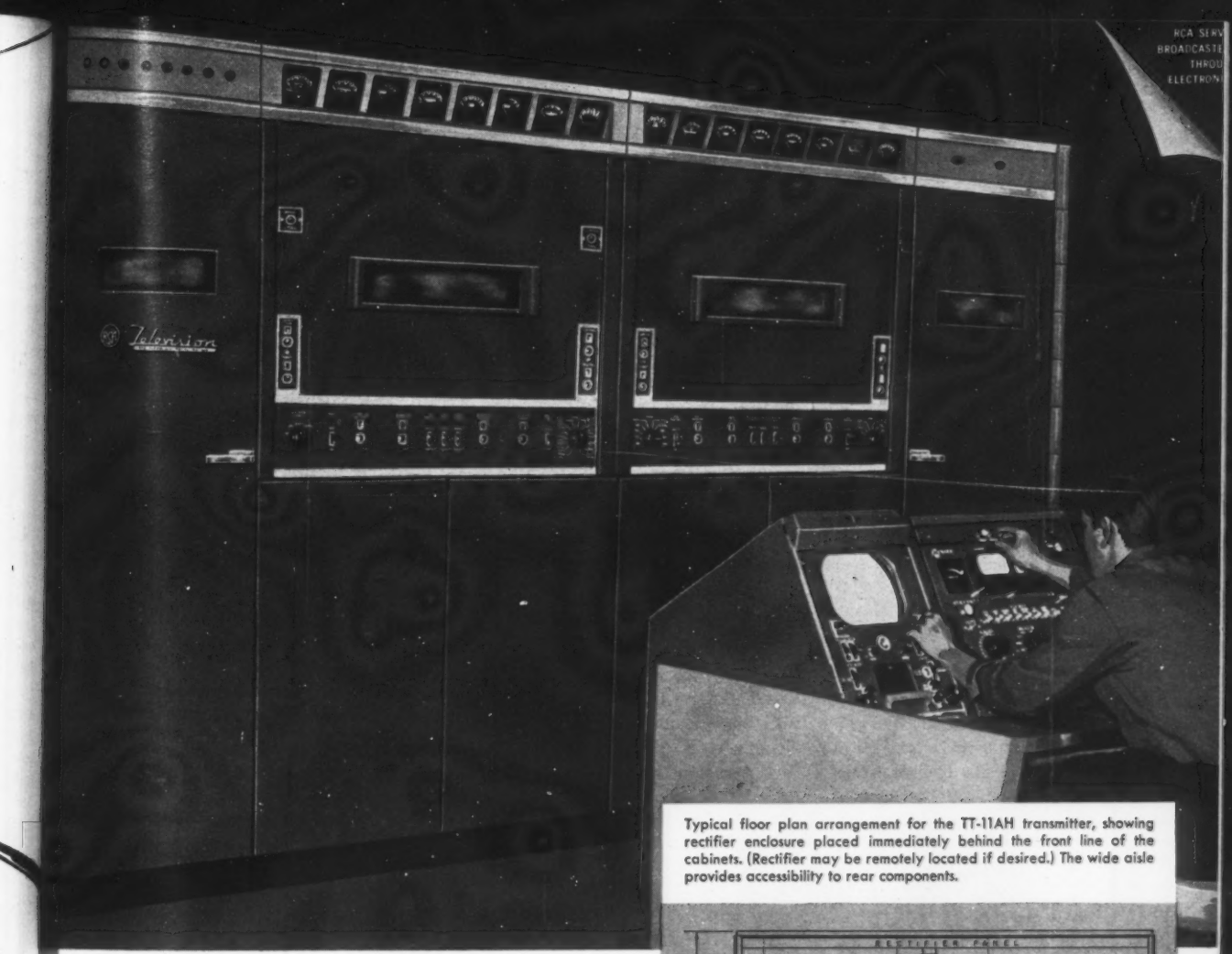


By providing a wide aisle inside the enclosure, between the front-line racks and the power equipment to the rear, all components are readily accessible. Modulator and exciter chassis can be tilted out, from the front of the transmitter, for ease of servicing.

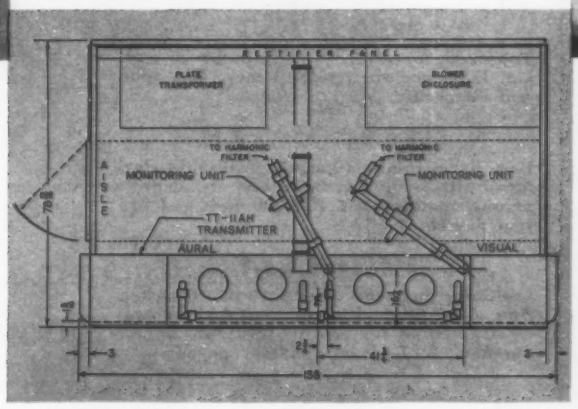
Check the outstanding features of this transmitter (at right) which make it easy and inexpensive to operate.

Get the complete story from your RCA Broadcast representative or write for descriptive literature to RCA, Dept. AD-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.

Modulator unit is shown tilted forward for ease of servicing; exciter unit is in normal position.



Typical floor plan arrangement for the TT-11AH transmitter, showing rectifier enclosure placed immediately behind the front line of the cabinets. (Rectifier may be remotely located if desired.) The wide aisle provides accessibility to rear components.



THESE OUTSTANDING FEATURES

1 **WALK-IN DESIGN ACCESSIBILITY**—Improved walk-in design, introduced with the TT-2BL and TT-6AL Transmitters, is an invaluable feature of the TT-11AH. A wide aisle is provided inside the enclosure between the front-line racks and power supply components to the rear. All components are readily accessible from this aisle.

2 **TUNING SIMPLICITY**—All tuning adjustments can be made from the front of the transmitter with power applied. Power amplifier cavity has been greatly simplified, and no change in frequency-determining components is required to tune to any high-band VHF channel.

3 **WIDE AMBIENT TEMPERATURE RANGE**—Operation over a wide ambient temperature range is provided by thermostatically controlled cooling of all mercury vapor rectifier tubes.

4 **QUIET OPERATION**—All tubes and components, other than the mercury-vapor rectifier tubes, are cooled by one main blower in a sound-insulated enclosure.

5 **OVERLOAD PROTECTION**—Overload protection is furnished for all circuits. Indicating lights in the control unit instantly show which circuit was at fault.

6 **DESIGNED FOR REMOTE CONTROL**—Provisions have been made for remote metering and control of all necessary functions from a remote point. These facilities may also be used to control the transmitter from a central point in the transmitter building.

7 **FEWER TUBES AND COMPONENTS TO STOCK**—Fewer spare tubes and components need be stocked since the same tube types are used in both aural and visual rf chains.

8 **ILLUMINATED METERS**—A row of large illuminated meters, mounted on a sloping-front panel for ease of reading, shows all important currents and voltages.

9 **IMPROVED COLOR PERFORMANCE**—Built-in linearity correction, accurate intercarrier frequency control, and dc on power amplifier filaments are features included for outstanding color performance.

RCA

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

AB-PT BUYS REST OF WLS

Purchases Prairie Farmer publishing empire

ABC's long-standing hope of getting full ownership of its Chicago radio outlet was realized last week, subject to FCC approval. Parent American Broadcasting-Paramount Theatres Inc. bought the other half-interest in WLS from Prairie Farmer Publishing Co. by buying the publishing empire itself. The price was not officially disclosed, but $6 million gross was the figure for all properties plus half of the net from the farm papers for seven years. Included are corporate assets believed to amount to $3 million.

Along with WLS, which it already owned 50%, AB-PT acquired three leading farm publications with combined circulation of more than 900,000: *Prairie Farmer* in Chicago, *Wallace's Farmer* in Des Moines and *Wisconsin Agriculturist* in Racine. There has been speculation that, if it acquired them, AB-PT might re-sell the publications (CLOSED CIRCUIT, Oct. 12). Its announcement of the purchase gave no indication of plans in this respect, saying little more than that the management of the publications would continue unchanged.

There was no immediate comment regarding future management of WLS, assuming FCC approval of the transfer is forthcoming. WLS currently is headed by President James E. Edwards and General Manager Glenn Snyder. The station, founded in 1924, is a 1-A clear, operating on 890 kc with 50 kw.

Most of the stock in Prairie Farmer Publishing has been owned by the Burridge D. Butler Memorial Trust, a philanthropic organization in Chicago. The rest has been held by employes.

KOBY sale off

Negotiations for the sale of KOBY San Francisco to Nafi Corp. (BROADCASTING, Aug. 17) have been called off, David M. Segal, president of Mid-America Broadcasters Inc., owner of KOBY, has announced. Termination of the negotiations, Mr. Segal said, was due only to the proposed method of the sale and the tax problems involved.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KOVR (TV) Stockton, Calif.: Sold by Gannett newspapers to Metropolitan Broadcasting Co. for $3.5 million in cash (BROADCASTING, Nov. 2). Purchase is actually 96.5% of stock of ch. 13 Stockton-Sacramento-Modesto area station. Metropolitan President John H. Kluge announced no changes in personnel. Purchase is third broadcasting property bought by Metropolitan in month; it paid $4.5 million for WIP Philadelphia and $600,000 for ch. 19 WTVH (TV) Peoria, Ill. (BROADCASTING, Oct. 26). Metropolitan owns WNEW-AM-FM-TV New York, WHK-AM-FM Cleveland and WTTG TV) Washington, D.C. Gannett Co. bought KOVR from Hoffman Electronics' H. L. Hoffman and others in 1958 for $1.5 million. Prior to the Metropolitan purchase, Gannett Co. was negotiating with 20th Century-Fox Film Corp. to sell Stockton station. KOVR began operating in 1954 and is affiliated with ABC. Gannett Co. remains in broadcasting field with WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, WHDL-AM-FM Olean, all New York, and WDAN-AM-TV Danville, Ill.

• KGRN Grinnell and KNIA Knoxville, both Iowa: Sold by Ralph Jerrell Henry, Ralph Bitzer and Robert Coleman to Forrest J. Mitchell for estimated $63,000. Mr. Mitchell is program director of KIOA Des Moines, Iowa. Broker was Hamilton-Landis & Assoc. KGRN operates with 500 w daytime on 1410 kc. Permit for KNIA is for 500 w daytime on 1320 kc.

• WMAK Nashville, Tenn.: Sold by Howard Steere, Emil Papke and J. W. Berkey to WMAK Inc. for $342,500. WMAK Inc. is comprised of Frederick Gregg Jr., Charles H. Wright and Charles King. Messrs. Gregg and Wright have just sold WOMI Ashland, Ky., and WOMP Bellaire, Ohio. Mr. King is manager of WOMP. The sellers own WKMI Kalamazoo, Mich. The transaction was handled by Blackburn & Co. WMAK operates on 1300 kc with 5 kw.

• WLS Chicago, Ill.: Full ownership bought by American Broadcasting-Paramount Theatres Inc. in purchase of Prairie Farmer Publishing Co. for $6 million gross. (See story above.)

MIDWEST — **$425,000**

Top-rated, top-volume station in top 75 market. Fulltimer on low frequency. Has good real estate also. $125,000 down.

CALIFORNIA — **$185,000**

Here is a combination. A profitable daytimer with top rating in an easy living prosperous small market. $75,000 cash and five year payout.

VIRGINIA — **$100,000**

Fulltimer in good single station market. Now showing small profit, but has tremendous potential for return. Ideal for owner-operator. 29% down and easy payout.

SOUTHWEST — **$75,000**

An energetic owner-operator can easily increase the volume and profit on this daytimer located in a market with a real future. A combination operation with real estate included. Only $21,000 cash required.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

There may be many ways to use adhesive bandages... but there's only one way to use the BAND-AID trademark correctly... please say

BAND-AID Adhesive Bandages

TRADEMARK

Remember—all adhesive bandages are *not* BAND-AID Adhesive Bandages! "BAND-AID" is actually a trademark . . . one of the most widely known in the world . . . recognized in more than 50 countries.

It means Johnson & Johnson, not the name of a product...and it refers to a *whole family of products made only by Johnson & Johnson.*

The "BAND-AID" trademark is always followed by the product name, i. e. BAND-AID Plastic Strips, BAND-AID Plastic Tape, BAND-AID Butterfly Closures, BAND-AID Patch, Spot, Strip.

We appreciate your mentioning our products and we hope you will continue to do so. But when you do, won't you please use the *full name* correctly?

Johnson & Johnson

The most trusted name in surgical dressings

HURLEIGH BLASTS RATINGS

Predicts Senate hearings will show riggings, misinterpretations undermine their value

The flaws of broadcast ratings were brought to public attention last week by a network president, Robert F. Hurleigh, of MBS.

Combining personally acquired information with comments of legislators and media, he predicted forthcoming Senate hearings will show how the value of ratings is being undermined by rigging and misinterpretation.

Mr. Hurleigh cited published material blaming the tv quiz scandals on the widespread use of ratings to determine the impact of broadcast programs. He made his remarks before the Nov. 16 luncheon of the Sales Executive Club of Washington.

Broad projections of small samplings were blamed by Mr. Hurleigh for much of the ratings difficulty. "Ratings mean circulation," he said, "and too many large advertisers work on the premise that a huge circulation will guarantee the impact of the advertising message and, accordingly, the impact in sales."

Monroney Comments • MBS carried a brief interview the same day with Sen. Mike Monroney (D-Okla.), critic of broadcast ratings (BROADCASTING, Nov. 16). Sen. Monroney, belittling ratings purporting to show the tv tastes of 75 million viewers, said, "I cannot see how some 800 wired sets throughout the United States could possibly predict the listening and viewing tastes of the people of America. Yet these ratings are so important to the advertising agencies, the networks and even the sponsors that they have led to various unethical practices and rigging that have had a big hand in causing the public of America to lose confidence in this very vital medium." Sen. Monroney is chairman of a Senate Commerce Subcommittee that plans hearings on broadcast ratings.

Mr. Hurleigh said he has information that Chairman Warren G. Magnuson's (D-Wash.) Commerce Committee has amassed "a great amount of evidence showing rigged ratings and deliberate broadcast circulation misrepresentations on national, regional and local levels."

An article in the Nov. 16 *Time* and a *New York Journal-American* column by Jack O'Brian were cited by Mr. Hurleigh to show the "tyranny of ratings" and the vast projections made from small samplings.

Multiple Set Homes • A bug in the rating spectrum is the failure of meter systems to show the fast rise in multiple tv set ownership, according to the MBS president.

"Retail competition has caused this and basic sales statistics do not show the true picture," he said. "What has been happening, due to over-the-counter price cutting on retail levels, is that dealers throughout the country have been crediting purchasers with old-set trade-ins. But they have permitted buyers to keep these sets."

Mr. Hurleigh said rating adherents will admit that 6% of the country's homes have two or more sets. "We know the figure is much higher, closer to the 12% mark," he commented, "particularly in the middle and high-income homes with the better purchasing powers. The big fallacy lies in the fact that one meter, on one set in the living room, determines the viewing habits of homes that can and do have two sets."

The Senate hearings, he predicted, will produce exposures that will have "a tremendous effect within the industry."

A Look at History • Referring to the "me-too" tactics of quiz show sponsors, he said, "You have only to look at the history of quiz shows to see this approach. Many big advertisers sponsored quiz shows, regardless of whether their products appealed to the people who watch such programs. More importantly, they gave no concern as to whether or not the people who doted on quizzes, who racked up huge ratings for such programs, actually used the products being advertised. They were great for pharmaceuticals, for cosmetics. But they didn't—and couldn't—sell high-ticket items, appliances, cars and the like. Low-ticket items are still impulse buys. High-ticket merchandise, particularly where interest-rate financing is involved, requires thought and meditation before purchase, and a different advertising approach—the constant reminder via radio, for instance."

In his media appraisal he said, "Television, a sight medium, is much akin to newspapers and magazines. And it is great for demonstrating product usage. Radio, strictly a sound medium, is unmatched for efficient, continual brand-name impressions."

Difficult Selling Ahead • Appraising the impact of the tv quiz scandals on broadcasting, Mr. Hurleigh said, "The industry is taking it very seriously. It will probably make selling a little more difficult in the months immediately ahead."

In a comparison of broadcast ratings with newspaper figures, he said, "Rat-

Having a 47-county Oklahoma Community Coverage poses a responsibility to KWTV in the field of public service.

Every other Wednesday, J. Howard Edmondson, Oklahoma's youthful Governor spends a Class A half-hour with KWTV's News Director, Bruce Palmer, in reporting to the KWTV Community. At times, the Governor has asked for letters and telegrams in expression of the people's views on an issue. Literally thousands of replies have opened the eyes of many Oklahoma legislators to the feelings of the people.

Powerful proof of KWTV's 47-county Oklahoma *community* coverage, service and AUDIENCE!

ings are stocks in trade for all advertisers—radio, television, newspapers or magazines. In the broadcast media they are huge projections based on small samplings. In print they are based on totals of subscriptions plus newsstand sales.

He described a study by Caroline Hunter, MBS research director, showing that though each of 26 representative newspapers had the largest amounts of advertising linage bought locally, only half of these papers led in circulation. She found that the ratio of local to national advertisers ran 4 or 5-to-1 for the newspapers and for all 450 radio stations affiliated with Mutual.

Radio, tv, newsreels criticize Rockefeller

The Radio-Newsreel-Television Working Press Assn. sharply criticized Gov. Nelson Rockefeller of New York for insisting on holding separate news conferences for newspapermen and radio-tv newsmen in Los Angeles on Nov. 12. Radio-tv newsmen there walked out of the conference when Gov. Rockefeller held firm to his position (AT DEADLINE, Nov. 16).

The Association, composed of broadcast newsmen and cameramen employed at networks, stations and newsreel organizations in New York, pointed out that while separate news conferences are held in New York, they are "only by mutual agreement." A telegram to Gov. Rockefeller added:

"But we have never relinquished our right to a joint conference when we felt story considerations required it. Where deadlines are pressing, a joint conference is absolutely essential."

Monroney: no evidence ratings are rigged

Sen. A.S. Mike Monroney (D-Okla.), who has been the Senate's chief antagonist of broadcast ratings, didn't go along with MBS President Robert F. Hurleigh's statement that the Senate Commerce Committee has evidence of "rigged" ratings (see story, page 78). Issuing a statement from Oklahoma City, he said:

"There has been no evidence at previous hearings of anything I would call rigging of ratings. There has been evidence of what is called 'hypoing' of local station ratings by increased advertising of programs in periods when a survey was to be made. But I believe that this practice has been disappearing as a result of the testimony at the hearings. Of course, if there is rigging of ratings, I'm sure all of us of the [Communications] Subcommittee would wel-

FOR OUR MONEY

. . . . AND YOURS

THE BEST REPS

IN THE BUSINESS

Tradition has long placed television representatives at the bottom of a station ad with a terse —"get the facts from—"

But we believe Harrington, Righter and Parsons' thorough knowledge of our station and Central Pennsylvania's most important market deserves a headline rather than a slug.

A few moments spent with anyone listed here will give you many valid reasons why WTPA *is Harrisburg's Number One station* and your best buy in the Heart of Central Pennsylvania.

NEW YORK
Burton M. Adams
Edward J. Clark
John F. Dickinson
Frank Grindley
Robert T. Lamkin
T. Eugene Malone
Cris Rashbaum
Alan Sloan

CHICAGO
Carroll Layman
Robert Gilbertson
William Yonan
Briggs Palmer
Lon Nelles

DETROIT
William Snyder

SAN FRANCISCO
Frank Dougherty

ATLANTA
Frank Rice

BOSTON
Carter Knight

WTPA TELEVISION

CHANNEL 27

HARRISBURG, PA.

HARRINGTON RIGHTER & PARSONS, INC.

come anything factual on it.

"The complaint against the audience surveys has been that they are inadequate, not necessarily that they are inaccurate. We have been trying to find out if over-reliance on ratings by sponsors, advertising agencies and networks have adversely affected the quality of television programs."

One committee staff member termed the rigging charge as "hogwash." Another was noncommittal, saying he couldn't give a yes or no as to whether there are complaints of rigging. The subcommittee held one day's hearings on ratings in 1958, but plans for subsequent sessions have never materialized.

Networks shopping for election year

Though the national political conventions are eight months off, the television and radio networks already are mapping strategy for coverage and stepping up efforts to snare advertisers for their convention-election package.

CBS, of course, is in the enviable position of having sold its package last August to the Westinghouse Electric Corp., which also sponsored that network's coverage in 1952 and 1956. The total cost to Westinghouse is estimated at more than $6 million.

NBC is understood to have approached more than 30 "blue chip" advertisers for its radio-tv coverage of the conventions and election and has placed a price tag of $6,130,200 for the package. A sampling of the advertisers who have listened to presentations but have not bought as yet: Ford, General Motors, United States Steel, Texaco, Aluminum Co. of America, Du Pont, RCA, General Foods, AT & T, International Business Machines, General Electric and Chrysler.

ABC reported that it has three advertisers who are "very, very close" to signing for the network's political package, but declined to name them at this time. Total cost of coverage is reported at $4,839,000.

CBS' package also covers nine weekly half-hour programs to be carried between the end of the conventions in the latter part of July and election day in November. ABC's coverage will include four pre-convention programs on tv, totaling two hours. NBC also will provide 22 one-minute participations on its *Today* in the weeks between the conventions and Election Day.

Mutual reported that it has not made arrangements to date for coverage, but plans full-scale broadcasts covering the conventions and election results.

SDX announces three fellowship awards

Sigma Delta Chi, national professional journalistic fraternity, meeting in convention Nov. 11-14 in Indianapolis, announced its annual fellowship awards in communications has been conferred on Byron Price, former director of censorship during World War II; Hal O'Flaherty, former foreign correspondent of the *Chicago Daily News;* and Houston Waring, Colorado editor.

Undergraduate awards in radio-tv were made to Terry Leedom, Ohio U. for radio reporting; Michael Cory, U. of Washington for radio-tv newswriting-commentary; and the WOUB staff of Ohio U. for radio-tv public service in journalism.

Disc Jockey Assn. offers cooperation

Disc Jockey Assn. Inc. held its regularly convened meeting of the board of directors in Chicago to approve the contract between the DJA and 20th Century Fox for filming of "The Big Platter Parade." At the meeting Jim Hawthorne, of KDAY and KTTV (TV) Los Angeles, interim president, was officially elected to that position and the interim board of directors was confirmed with 26 additional members added. Plans were made for the DJA convention March 4-6 in Los Angeles.

The association issued a formal statement in connection with the recent congressional probes, stating that the DJA "is aware of current news stories concerning . . . unethical practices involving undue pressures and persuasions . . . applied to certain disc jockeys in the conduct of their duties." The association offered fullest cooperation in supporting and maintaining ethical standards in order to justify public confidence in disc jockeys and in all broadcasting.

Following is a list of the 26 newly elected directors of the DJA:

Bill Allen, WLAC Nashville; Louis Bartle, WIBX Utica, N.Y.; Bob Bell, CKJL St. Jerome, Quebec; Paul Berlin, KNUZ Houston; Chuck Blore, Crowell-Collier, KFWB Los Angeles; Bob Clayton, WHDH Boston; Ira Cook, KMPC Los Angeles; Ted Court, WSLS Roanoke, Va.; Buddy Deane, WJZ-TV Baltimore; Paul Drew, WGST Atlanta; Joe Finan, KYW Cleveland; Jerry Forbes, CHED Edmonton, Alberta; Milt Furness, KJNO Juneau, Alaska; Bob Furry, KTAR Phoenix; Milt Grant, WTTG (TV) Washington, D.C.; Freeman B. Hover, KFYZ Williston, N.D.; Wally Hoy, WGVM Greenville, Miss.; Bob Klose, WFIL Philadelphia; Jack Lacey, WINS New York; Jack Lazare, WNEW New York; Jim Lowe, WPR Dallas; Walter Powell, WBVL Barbourville, Ky.; Al Radka, KFRD Fresno, Calif.; Abraham Rodriguez, AFRS, U.S.A.; Charlie Van, KTSA San Antonio, Tex.; Quinten W. Welty, WWST Webster, Ohio.

Results of Drummond's tv protest tune-out

Roscoe Drummond, newspaper columnist for the *New York Herald-Tribune* syndicate last Nov. 9, suggested that the public turn off its tv receivers between 10 p.m. and 11 p.m. Tuesday, Nov. 17, as an expression of protest against the quiz show scandals.

Well, Mr. Drummond did not watch tv that one hour, and apparently neither did a number of other people. Actually the average tune-in for the 10-11 p.m. hour was 71% Nov. 17, compared with 75.5% for the same one hour period the week before. These are the American Research Bureau's Arbitron figures which were released last week.

The drop of four points was considered significant in some quarters, particularly since last week's cold wave normally sends tune-ins up. On the other hand, it was pointed out that a difference of four points under current rating service sampling can be considered well within the so-called margin of error and thus is not considered vital.

A survey of the 9-11 p.m. viewing for last Tuesday and for two Tuesdays previously gives a somewhat different slant. Here are the Arbitron figures for the last three weeks for that two-hour segment on Tuesdays in the cities surveyed:

Time	New York			Multicity New York, Chicago, Cleveland, Detroit, Philadelphia, Baltimore, Washington		
	Nov. 17	Nov. 10	Nov. 3	Nov. 17	Nov. 10	Nov. 3
9-9:15	70.3	76.4	81.2			
9:15-9:30	75.3	77.9	82.9	64.0	69.4	64.1
9:30-9:45	77.2	76.2	83.1			
9:45-10	78.4	73.4	83.4	64.9	70.4	64.3
10-10:15	78.3	79.4	84.6			
10:15-10:30	72.2	78.2	84.7	63.8	69.4	64.6
10:30-10:45	67.7	72.5	77.6	58.4*	62.6*	55.7*
10:45-11	65.6	71.7	68.6	60.9†	66.6†	59.1†

*For CBS and NBC tune-ins only, since ABC was carried in only four of the seven cities which are checked in the Arbitron multicity rating service.

†For ABC only in the four cities in which its programs were carried.

YOU CAN LEARN TO OPERATE AN AMPEX IN 15 MINUTES

Six Quick Aids to Easy TV Tape Recording . . . You can learn to operate an Ampex Videotape* Television Recorder in less time than it takes to smoke a cigarette. These six features, for instance, make recording simple, fast . . .

- **JUST THESE BUTTONS TO PUSH**—*Record, Stop, Rewind, Fast Forward and Play.*
- **TAPE TIMER**—*records in hours, minutes and seconds . . . not footage. Lets you back up tape for any desired cue-in time.*
- **CUE TRACK**—*lets you locate, identify and cue commercials and programs.*
- **TAPE SPEED OVERRIDE**—*makes it easy to synchronize with another video or audio recorder.*
- **AUTOMATIC BRAKE RELEASE**—*speeds threading and splicing.*
- **FULL WIDTH ERASE**—*Automatically erases tape.*

Of course, to be an "expert" — to learn maintenance as well as operation — takes one week. Ampex trains your maintenance supervisor (over 436 so far!) at the factory. And he is then qualified to train as many others as you like.

Write, wire or phone today for an Ampex representative — or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex.

AMPEX HAS THE EXPERIENCE

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AMPEX CORPORATION
professional products division

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WTAE-TV
PITTSBURGH
keeps its viewers happy
with the
COMEDY CARNIVAL
PACKAGE
featuring
CROSBY
KEATON
ALLYSON
AND ME

We're all in the sensational
COMEDY CARNIVAL
PACKAGE

Phone or wire today for the most unusual offer ever made to your station

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incorporated
Exclusive Distributor
New York: 15 West 44th St. • YUkon 6-4979
Hollywood:
6715 Hollywood Blvd. • HOllywood 5-6717

KMOX dedication • CBS' executive contingent at the dedication of KMOX St. Louis' new radio facilities and building (BROADCASTING, Nov. 16) included l to r: Dr. Frank Stanton, CBS president; Robert Hyland, network vice president and general manager of the o&o outlet; Jules Dundes, CBS vice president in charge of administration, and Arthur Hull Hayes, president of CBS Radio.

TV-TAPE SURVEY
NAB study predicts two vtr's per station

The typical tv station will soon find that one tv tape recorder isn't enough.

A survey conducted by the NAB Tv Advisory Committee on Video Tape Usage shows the need for multiple recorders and the value of the equipment in station operations. Results were announced Nov. 17 by Thad H. Brown Jr., NAB tv vice president, at the association's Los Angeles Conference (see story page 84).

Harold P. See, KRON-TV San Francisco, committee chairman, described the survey as one of the most extensive tape studies ever conducted on the basis of broadcasting experience. The results are based on 63 useful replies from 96 tape-equipped tv stations. Of these, 17 replies came from stations having the only video tape facilities in their markets with 73% having tape-equipped competitors.

Mr. Brown said 67% of responding stations had one tv tape machine; 35% had two, and nine had one or more machines on order. He said 86% predicted the typical station would soon need two machines.

Vtr's Value • "The survey showed that to stations the machine's most important value by far is as a programming and production aid," Mr. Brown explained. This was described by 56% as the most important use of tv tape recorders. "Next came the recorder's accomplishments in personnel scheduling," he continued. "This was listed second by 31% of the stations and another 26% rated it third.

"Almost as important in the eyes of many was its value as a cost-saving tool. Half the respondents gave that category either first, second or third place. On the other hand, a number of stations emphatically denied that a video tape recorder can be utilized as a device to save money. Tape's use as a sales aid and to develop new business was also listed as a significant factor.

"Stations were asked to name the most significant drawbacks of video tape recorders. Here, two categories vied with each other for first place. Thirty-three stations indicated the machine's high initial cost as a factor, and 28 thought 'the inclination of production people to spend too much time and/or money striving for perfect takes' was, or would be, a problem. Of less concern were maintenance and personnel costs, and the cost of the tape itself."

Mr. Brown found a divergence of opinion on a number of topics. "Significantly divergent viewpoints were expressed by general managers, and programming and engineering executives," he said. "Managers were less concerned about initial cost than the others, but the cost-saving aspect was more important to top management than to staff executives." The study included questions on color tape recording, tapes from sources outside the station, splicing and modifications to the recorder.

On the NAB video tape committee, besides Mr. See, are Norman Bagwell, WKU-TV Oklahoma City; Raymond J. Bowley, Westinghouse Broadcasting

RUSHED BY
AIR EXPRESS
AIR EXPRESS
PREPAID
AIR EXPRESS
MAKE PROMPT DELIVERY
Operations of a classified nature affecting the National Defense are conducted at this facility. Accordingly, Security Regulations must be followed by all persons entering the premises.

Air Express—vital partner in defense

Behind these guarded gates Arma Division, American Bosch Arma, assembles guidance systems for Atlas missiles and fire-control systems for Stratofortresses and nuclear subs. Arma's 1200 subcontractors work on a tight schedule. Speed and security are paramount. As in so much defense work, AIR EXPRESS provides both. Shipments get "kid-glove" handling (armed guard if required) and dependable priority service door to door. Cost of this jet-age way of doing business? Only $9.47, for instance, for 15 lbs. New York to Denver (1632 air-miles). Even if you're not in the defense picture, these are good reasons to think FAST . . . think AIR EXPRESS first!

AIR EXPRESS

CALL AIR EXPRESS, DIVISION OF RAILWAY EXPRESS AGENCY · GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

Co.; Virgil Duncan, WRAL-TV Raleigh, N.C.; Stokes Gresham, WISH-TV Indianapolis; John Koushouris, CBS-TV; William Michaels, WJBK-TV Detroit and Kenneth Tredwell, WBTV (TV) Charlotte, N.C.

Balaban's Box pleads for balanced programs

The operating boss of a nationally known group of independent radio stations last week predicted a dismal future for formula radio.

John Box Jr., managing director of the Balaban Stations, made a plea for balanced programming to be directed toward the total audience. He addressed the NAB Regional Conference in Los Angeles, Nov. 17.

"In the next two years," he said, "I predict that at least half of the Top 40 type of operations and their imitators will be consigned to economic oblivion."

He spoke up for "intelligent balanced programming an appetizing mixture of excitement, entertainment, information and genuine community services." To exploit the full potential of radio, he said, stations must promote their total circulation.

Editorializing is not a privilege bestowed upon broadcasters by the FCC, which the FCC could take away again if it so minded, Justin Miller, former president and board chairman of NAB, told the session on editorializing. Speaking from the floor, Judge Miller said that the right to editorialize comes from the Constitution of the nation and is not subject to the whims of a regulatory agency. When the fight which he spearheaded to win recognition of the right of broadcasters to air their views of public issues was finished, he stated, the FCC admitted that its decision in the famed Mayflower case, that Broadcasters should not editorialize, was unconstitutional.

Three broadcasters: Rex Howell, KREX Grand Junction, Colo., which has been editorializing since 1931; Robert H. Forward, KMPC Los Angeles, which this week completes two years of editorializing, and Robert M. Purcell, KFWB Los Angeles, which will shortly begin editorializing, agreed that broadcast editorials should be delivered by a spokesman for management and not by a regular newscaster or announcer.

Commenting that some things don't change with the years, Mr. Howell recalled that his station's first editorial was to argue for radio's right to have the same access to official news sources as that of the newspapers.

• Media reports

Erratum • Lamb Industries Inc. has no connection with Edward Lamb radio and tv stations, Mr. Lamb has announced. BROADCASTING erroneously included these stations in the report on Lamb Industries Inc. third quarter financial figures (BROADCASTING, Nov. 2). Ch. 12 WICU-TV and its radio companion, WICU, are licensed to the Dispatch Division of Air-Way Branches Inc. The permit for ch. 23 WMAC-TV Massillon, Ohio, not yet on the air, is held by Midwest Tv Co. In both of these companies Mr. Lamb is the principal stockholder.

Safety awards deadline • Closing date of Feb. 1, 1960, has been set by the National Safety Council on entries for its public interest awards to public information media. Six categories include radio-tv stations, networks and syndicators as well as advertisers. Non-competitive awards, to be announced in April, serve as the basis for Alfred P. Sloan radio-tv honors for highway safety, to be administered again next year by the council. Entries must be made on official entry blanks, obtained from NSC headquarters, 425 N. Michigan Ave., Chicago 11.

Sacks memorial opens • The Emanuel Sacks Hematology Dept. of the Albert Einstein Medical Center in Philadelphia was dedicated Nov. 15. Speakers included Brig. Gen. David Sarnoff, board chairman of RCA. The hematology unit, named for the late NBC vice president in charge of tv network talent and programs, was financed from a $150,000 grant made by the Emanuel Sacks Foundation. The Foundation benefited from a special tv tribute to Mr. Sacks, *Some of Manie's Friends*, which was seen on NBC-TV March 3, 1959. Mr. Sacks died Feb. 8, 1958, of leukemia.

Foster homes appeal • Film spots are being distributed this month to tv stations by the Federation of Protestant Welfare Agencies, New York, calling attention to the need for finding foster homes for dependent or neglected children. The 20-second and 60-second spot announcements, which stress particularly the need for finding foster homes for Negro children, feature such outstanding personalities as Roy Campanella, Monte Irvin and Mrs. Count Basie.

WING moving • WING Dayton, Ohio, in the Loew's Theatre building for about 38 years, moves in January to 128 W. First St. The new studios and offices represent a $250,000 investment. Executive offices of other Air Trails Network stations (WIZE Springfield, WCOL Columbus, both Ohio, WKLO Louisville, Ky.; WEZE Boston, Mass.) also will be at 128 W. First.

Coverage
doesn't come this way yet!

Just ask your time-buyer! He'll tell you coverage isn't just had for the asking. But—with your 30-minute show or 30-second station break on film—getting the coverage you want and need is not only possible but economical and practical.

Goes without saying that film also gives you control of your message.

In fact, film does three things for you . . . 3 big important things:

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure.
2. Gives you coverage with full pre-test opportunities.
3. Retains residual values.

For more information write:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Ave.
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

Always shoot it on EASTMAN FILM... You'll be glad you did!

DOERFER SERVES NOTICE ON TV

Wants industry to take full responsibility for programs, ads

"Pious affirmations" of programming responsibility will not be sufficient for broadcast license renewals in the future.

Broadcasters must be given full responsibility for programming content and commercial messages.

The industry, with the cooperation of the advertiser, must take immediate steps to remove deception in both entertainment and commercials or an "impatient" Congress will act.

These were the main points made by FCC Chairman John C. Doerfer in addressing the annual meeting of the Television Bureau of Advertising in Chicago last Friday (May 20).

Unwise Reforms • The chairman warned that current public opinion could swing Congress into unwise reforms, "unless the public and Congress are given immediate assurance that a corrective course of action will be implemented promptly. . . . Unless the industry, with the cooperation of the advertiser and his agencies, moves promptly to eliminate the distasteful forms of deception of either an entertainment or commercial nature, you may well expect an impatient Congress to do it quickly—and perhaps in a manner which may not be an ideal adjustment. . . ."

Comr. Doerfer predicted that "any extensive delay [by the industry] will be swept down the path of narrow governmental controls. . . . The spectre of a bevy of government clerks blue-penciling programs . . . would be just as abhorrent in broadcasting as in the press, the pulpit, the stage or the political platform."

He said that mass communications—including the print media through mailing privileges—are at the "crossroads." However, he said, the power to license cannot be conditioned on the licensee surrendering his constitutional freedoms.

"I hasten to add that commercial utterances such as advertising are not entitled to First Amendment protections," Comr. Doerfer emphasized. "A failure to distinguish between the freedom to express political, civic or other non-commercial ideas, and the indiscriminate hawking of wares over the highways and airways of the public has brought the advertising and broadcasting industries to the brink of strict government controls."

Crisis in Next Congress • Comr. Doerfer echoed the feeling of many that broadcasting faces a "crisis" when Congress resumes in January. "If the industry does not successfully survive that crisis, it has no one to blame but itself," he warned.

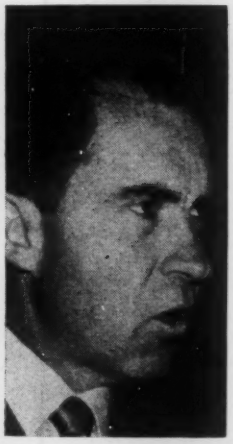
Congress, the FCC and courts have been very liberal toward the broadcasting industry, the Commission chairman pointed out, with no specific limitatations upon programming set. It is difficult, he said, to determine what is bad programming but the FCC has authority to deal with violations of specific laws. He cited obscenity, indecency, profanity, lotteries and fraud.

However, Comr. Doerfer continued, "it is doubtful that the Commission could prove a home viewer suffered a legal detriment so as to sustain a direct move against any specific tv quiz show. . . . If a licensee, as distinguished from an independent producer or packager, participated in the reprehensible frauds or was grossly negligent in discovering and stopping it . . . the Commission could consider this a definite detriment in its overall program review."

The quiz show developments "indicate that the gap between that which is obviously contrary to the public interest and that which is more subtle, but equally intolerable, must be narrowed," he told his TvB audience.

When the newly inaugurated FCC inquiry into programming and advertising (see page 94) is completed, Comr. Doerfer said, "I doubt that . . . pious affirmations of responsibility by a licen-

Nixon nixes controls



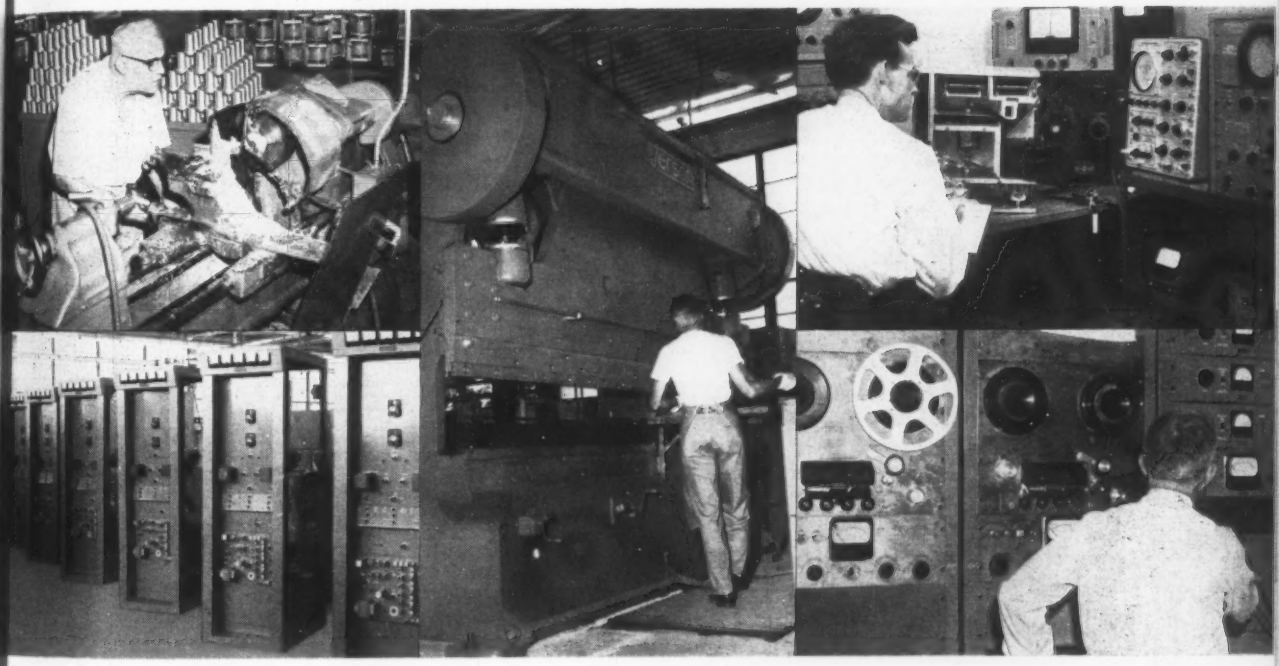
Vice President Nixon takes a "rather dim view of more federal regulation of television". He said so in answer to a question from the floor following an address at the 50th Anniversary Convention of Sigma Delta Chi, professional journalistic fraternity, Nov. 14, in Indianapolis. Here's the question and answer:

Q. In light of the television quiz scandals, do you think there should be more federal law or regulation of television?

A. Generally speaking, I take a rather dim view of more federal regulation of television or of any other communication media in this country. I know that there are many people who believe that the solution to this problem is to set up a federal agency or some control board which would make this kind of practice perhaps less attractive to those who engage in it in the future than it has been in the past.

But once the federal government gets its foot in the door in this area of control, and policing what can be said on the airways through radio, television, and the like, —I don't know where that process is going to end. And I believe the very fact that the Congress of the United States—and incidentally, the hearings that I think the Committee of Congress conducted in this area is one of the best justifications that I can think of for the much maligned institution of Congressional investigations—that these hearings, I think, have served a very salutary effect, and I believe that there are in the television and communications industries—call them what you like—enough responsible people that they will adopt a self-policing policy which will deal with the problem. I would say, let's give them a chance to do their self-policing, and then if they don't do it, then we can take another look and see whether the only answer is more federal government participation.

WHY IS GATES THE NATION'S LEADING DESIGNER AND MANUFACTURER OF AM AND FM BROADCAST EQUIPMENT?



Gates continually leads the industry in the sale of AM and FM broadcast equipment. Why? We asked broadcasters themselves to answer this question . . . to tell us their primary reason for choosing Gates equipment over all others. Here is a representative sample of their comments:

"Gates consistently builds good equipment. They're reliable, high in quality."

"We checked very thoroughly and found Gates the only one with all the features we needed."

"This radio station has used Gates equipment for many years and we are completely sold on its high quality operation."

"Widespread acceptance from engineers around the country."

"Because of the fine quality machinery manufactured by Gates."

"We've found that at Gates a customer is more than a customer — he's a friend. Our problems are Gates problems. Guess you'd call it personalized service. It's been a part of the Gates organization since 1922 — and we like it!"

"From an engineering standpoint, it is strictly an engineer's dream."

"Is there anything better?"

"The reputation that Gates has established for standing 100% back of their product."

"Your equipment is built to last."

"The reliability of Gates products. Real precision equipment."

Notice the use of the words *reliability, quality, personalized service, precision, built to last, engineering know-how.* And, as one broadcaster put it, *"Is there anything better?"*

You judge for yourself.

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

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GATES

RESULTS WFDF TESTED

"In two weeks your station (WFDF) averaged over 20 entries per commercial. Other Michigan stations averaged five. Proof that your listeners act."

The quote is from Hartley C. Baxter of Simonds, Payson Company, Inc., Portland, Maine. He refers to a special contest offer placed on Michigan stations for Red Rose Iced Tea.

A commanding lead in the race for results is our stock-in-trade here at WFDF. But there's more to the story. Here's the clincher from Mr. Baxter:

"But most important of all, a wholesaler in your area took on the Red Rose line. His sales have been steadily increasing since the initial order. Proof again that your listeners, both trade and consumers, buy!"

The Katz Agency can give you a full run-down on the Red Rose success story . . . and tell you how and why WFDF is the Flint area "Results Tested" Station. Call now!

WFDF

5 KW at 910 on the dial for Flint & all of Northeast Michigan.

Represented nationally by the KATZ Agency.

Flint Affiliate of NBC

see will be enough [for licensee renewals]. Something more than a statistical resume of programming will be demanded—especially in complaint cases."

Gray Area in Advertising • "One of the matters which will be explored is the extent of the FCC's power over those advertising practices which lie in the gray area between the illegal and the unsuitable—unsuitable, that is, for family or mixed social groups as well as any other aspects which are contrary to the public interest. . . . If legislation is needed and constitutionally permissible, you may rest assured the FCC will recommend it to the Congress."

Comr. Doerfer commended the NAB tv code and at the same time condemned those stations which recently withdrew support of the code and continued to carry NAB-banned advertising. He said the code would be "appropriate criteria" for the Commission to adopt if Congress gives the FCC authority to judge standards of suitability in broadcast advertising.

He said the code preview board did a commendable job in its special report on personal product advertising, issued last September, which led to some stations withdrawal from the code. "I was very much distressed to learn that some broadcasters would much rather forego their Seal of Good Practice rather than observe some of the recommendations contained in the report," Comr. Doerfer said.

In a note of warning to licensees, he continued: "Such reactions, if substantially extended in numbers, would shake my expressed confidence that with some patience and more experience, the quality of both advertising and entertainment formats will constantly rise. . . . A cumulative record of callousness to such standards may jeopardize a license renewal—and most certainly be considered a detriment in any contest for a new or additional grants."

Internal Controls Needed • Comr. Doerfer said that both programming and advertising content could best be controlled by the industry rather than through legislation. Reasonable assur-

Comr. Lee on programming

Sanctions for programming imbalance may be in the wind.

At least this was the word used by FCC Comr. Robert E. Lee in presenting some ideas on how the FCC should handle stations guilty of lack of balanced programming

"I would hope," he said, "that the ensuing hearings [scheduled to begin Dec. 7, see page 94] would develop reasonable methods of measuring promise vs. performance. I would hope that the Commission would be allowed to adopt some sanctions short of the 'death sentence' [revocation] for offending stations. Perhaps some form of probation such as a temporary license or a one-year extension pending further review is the answer."

Mr. Lee made his remarks in a Sunday morning speech to the Catholic Apostolate of Radio-Television Advertising (CARTA) in New York.

He also said that he had suggested that station sales, "where the license has been held for less than a full license period, be placed in hearing automatically unless compelling reasons exist such as sickness or death."

He warned against overzealousness in attempts to correct the ills of the broadcasting industry. "In our zest to remove the weeds," he said, "we must be careful of protect the wheat of free speech as guaranteed by the Constitution."

He also urged caution in condemning all broadcasters for the errors of a few. "I would call your attention to the fact, however," he stated, "that the culprits exposed can still be counted on your fingers. Is it charitable to condemn a whole industry for the dereliction of a few?"

In other parts of his speech, which was mainly concerned with the ethical and moral aspects of the tv quiz scandals, Mr. Lee asked whether it would not be more effective for the industry to take the lead in ridding itself of its own evils. He referred also to his suggestions that programs be labeled so that the public would know more about the contents (BROADCASTING, Oct. 26).

The commissioner commended the industry for the "tremendous" job it is doing in defense preparedness and its public service contributions—"such as non-commercial spots, religious programming, educational and safety campaigns."

Among other practices hit by Comr. Lee:

- Payola. "If true, this practice clearly violates Sec. 317 of the Communications Act."
- Sensational promotions "such as hiding money in public libraries."
- Excessive amounts of commercial continuity and unreasonable interruptions of programs.
- Bad taste in programming.

ances should be given that presentations contain no objectionable deceptions.

"Not only should the advertisers cooperate with the broadcaster to cull out all forms of exaggerated claims and half-truths . . . they should modify those attitudes which regard the public as so many impersonalized digits," Comr. Doerfer said.

"In order to attach full responsibility to the licensee of all programming—including the commercials—he should be given full control over it. . . . He should be accorded congressional assurances if necessary that such domination is in the ultimate public interest and is not to be regarded as a violation of the antitrust laws.

"[The broadcaster] should eliminate all those deceptive practices which, although not cognizable at common law as deceits have in their cumulative effect, a detrimental effect on the public interest. . . . He should cooperate with the FCC in recommending policies or laws which will be effective restraints over these harmful practices. . . .

"The prospect of propelling our standard of living and our culture to ever greater heights through mass communication stands at the crossroads. There is still time to take the right road."

Annual program report urged for tv stations

A member of the Senate Communications Subcommittee last week "suggested" that the FCC require "more comprehensive" annual reports from tv stations on programs which they provide in the "other than pure entertainment" category and that the Commission set up machinery for "checking" these reports.

Sen. Clifford P. Case (R-N.J.) made his proposal in a talk to the West Essex Service Clubs in West Orange, N.J., in which he said that while applicants for tv station licenses "frequently paint attractive pictures of their plans for supplying a high standard of programming, there has been little effective machinery for following up to see that the promises of applicants are kept."

He offered this plan as part of a "two-prong approach" to problems concerning quiz show rigging and allegations of fradulent advertising and "payola" activities. The other prong would be for broadcasters to "assert" control over programs instead of turning over responsibility to sponsors, packagers or agencies, he said.

If the FCC and broadcasters don't make some "real progress" in improving standards such alternatives as paid television or a government-owned network, "to serve as a yardstick and stimulus," will receive increased consideration, he said.

How Come CHANNEL 10 Stays Perennially On Top in the Rich Rochester N. Y. Area?

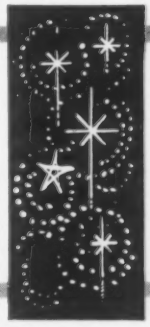
COULD BE BECAUSE:—

we have the POWER

Yes, thanks to our new 316 KW (maximum power) transmitter, we now speak to more than a million Western New Yorkers with a stronger voice—look at them with a brighter eye! Our primary coverage area is considerably extended!

we have the SHOWS

We offer our viewers the very finest programs of two major networks—CBS and ABC—a galaxy of great stars in a brilliant host of new shows and old favorites! We also offer News-Weather-Sports, complete and accurate, twice nightly at 6:30 and 11:00 P.M.—plus many other fine, live local shows, and the great MGM movies.

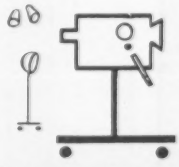


we have the KNOW-HOW

Not only do we possess the technical know-how that guarantees best-quality production, but being Rochester-owned, we understand the wants and whimsies of the people of this area, give them what they want, know how to promote our station and our programs in the most effective manner.

we have the FACILITIES

Our facilities, both in personnel and in equipment leave little to be desired. Our well-trained engineers and production staffs welcome the constant challenge of handling live shows and live commercials in truly expert fashion.



we have the WILL

Perhaps our BEST quality is our ceaseless will to *please!* We are intensely proud of our consistent leadership in Rochester, and we are determined to maintain it!

Adequate power, top-notch programming, expert know-how, modern facilities and the resolve to please and satisfy—every one of these things is *essential* to a successful television station—and these are the things that attract and hold our ever-increasing number of sponsors.

CHANNEL 10

(WVET-TV • WHEC-TV) CBS BASIC • ABC AFFILIATE

THE BOLLING CO. INC. • NATIONAL REPRESENTATIVES • EVERETT-McKINNEY, INC.

FEDERAL PROSECUTION HINTED

Attorney General Rogers says Justice Dept. may take quiz-fixers to court for fraud

The spectre of criminal prosecution by the federal government hung over the quiz scandals last week—with the finger pointing at the producers rather than at broadcasters.

Attorney General William P. Rogers said last Tuesday that federal prosecution may be one result of the current Dept. of Justice study of the tv frauds. He referred to Sec. 1343 of the U.S. Code which makes it a criminal offense (five years and $1,000) for using radio or tv to perform "any scheme or artifice to defraud."

The Justice Dept.'s investigation was ordered by President Eisenhower last month (BROADCASTING, Oct. 26). Mr. Rogers said early in November that the results of the study will be submitted to the President by the end of the year.

The Attorney General emphasized that the prosecutions would be against those who "conceived" and practiced the deception. He presumably was referring to the producers of the fraudulent programs. He added that no final decision has been made to bring any prosecutions. He stated that the Justice Dept. did not want to interfere with the plans of Frank S. Hogan, New York County district attorney. Mr. Hogan's office has been studying the question of bringing action against the promoters of the deceit.

Preventive Measures • Mr. Rogers said the second portion of the Justice Dept.'s investigation concerned the prevention of misleading programs on the air. This might, he implied, indicate new legislation or tighter regulation by the FCC.

He also said that the study would cover not only quiz programs, but other "deceptive practices." This was inferred in some quarters to mean payola or the bribing of disc jockeys and other performers to promote products on the air in their program material.

In discussing the possibility of criminal prosecution, Mr. Rogers cited the case of *Gregory* v. *United States*. This was decided by the Fifth Circuit Court March 12, 1958. In this case a postal employe mailed a scorecard to a company running a football contest. The postal employe filled out the card after the games had been played, but postmarked it so it appeared it was mailed before the games were played. He was convicted of mail fraud.

The defendant argued that the contest company had not been defrauded of anything substantial because it had planned to give away a Cadillac automobile to the winner anyway. The court, however, said that the fraud did not have to be an appeal for money to justify prosecution. It also defined in broad terms schemes to defraud.

McGannon, Aubrey messages draw FTC praise

The first bright note in months: Chairman Earl W. Kintner and Comr. Edward T. Tait, of the Federal Trade Commission, believe the industry is making a good start in its new self-regulatory effort.

This pair of federal regulators viewed the closed circuit telecast Nov. 18 by NAB Tv Code Board Chairman, Donald H. McGannon of Westinghouse Broadcasting Corp., and his fellow code board members. They also caught the explanation by James T. Aubrey Jr., CBS-TV executive vice president, of the network's new program rules (stories, pages 68 and 98).

"I'm impressed by Mr. McGannon's sincerity," Chairman Kintner said. "He confirms my impressions that he means what he says."

Mr. Tait added, "We all approve the industry's effort to clean up harmful practices. The industry knows these practices and is in the best position to stop them."

Referring specifically to the new CBS rules, Chairman Kintner said, "I have applauded Frank Stanton, CBS Inc. president, from the beginning. He has demonstrated real statesmanship. The new rules indicate his determination that CBS intends to solve the problem by self-regulation. That's how most human problems are solved. Adherence by CBS to the new rules should pretty well solve the problem. It appears to be a sincere effort by Mr. Stanton."

After the closed-circuit telecast on CBS-TV, which included Mr. Aubrey's recitation of the network's new rules, Chairman Kintner was asked if he felt new legislation is required. He replied, "I feel self-regulation should be sufficient, if implemented and if the whole industry is behind the effort. The code board now has a much better opportunity to solve the industry's problems, though I understand hardly half of the

Cheers!

LAUREL and HARDY sold in 80 markets

GOVERNOR Television Attractions, Inc.

375 Park Avenue Plaza 3-6216
New York 22, N.Y.
Arthur Kerman, President

Hollywood, California
731 N. LaBrea
John Leo, V.P. in charge of sales

TB strikes every six minutes!

If You Have "THE TIME" Will You Help Fight TB?

These stars have contributed their talent to make this public service material available:

RADIO: 15-minute transcribed programs starring:

COUNT BASIE, JOHNNY CASH, BING CROSBY, SAMMY DAVIS, JR., EYDIE GORME, LENA HORNE, GUY LOMBARDO, GORDON MACRAE, KEELY SMITH, ANDY WILLIAMS

Transcription of 20 Celebrity Spot Announcements

Transcription of 20 Recording Artists' Announcements for Disc Jockey Shows

New Christmas Seal Song recorded by PERRY COMO "I May Never Pass This Way Again"

TELEVISION: 1-minute and 20-second film spots featuring: FRED MACMURRAY, DEBBIE REYNOLDS, RED SCHOENDIENST, BARRY SULLIVAN

TB documentary spots narrated by GEORGE FENNEMEN

8-second ID

produced by Freedom Films, Goldwyn Studios, Hollywood

Slides, Telops, Flip Cards and Posters, greyed and color.

Debbie Reynold

53rd Annual Christmas Seal Campaign November 16 through December

For Network use: Contact Frederick C. Wieting, Director, Radio and Television National Tuberculosis Association, 1790 Broadway, New York, N. Y., CIrcle 5-8000

For Local use: Contact Your Local Tuberculosis Association in your own community.

tv stations are code subscribers."

Mr. Tait said he felt it is "hard to give a firm answer now. New facts appear every day. We need to know more about the ramifications of these problems. Our jurisdiction over advertising is very broad and we can do a good job within the limits of our manpower. Good taste is not an FTC concern."

Chairman Kintner recalled that he had chided the industry for its conduct in an Oct. 15 address to the opening NAB Fall Conference (BROADCASTING, Oct. 19). After the talk Joseph E. Baudino, Westinghouse Broadcasting Co. Washington vice president, and an NAB tv board member, and code board representatives had appeared at his office, he said.

"They pledged an intensified effort to clean up the situation—program content, false advertising and questionable products," he explained. "I had several hundred letters from the public. They indicated concern over the type of products advertised—feminine hygiene and hemorrhoid remedies, for example. There was an astonishing amount of uniformity in the comments. I believe the letters indicated a 'crisis of confidence' among tv viewers." He conceded, in response to a query, that newspaper advertising was described as offensive in some of the letters.

Chairman Kintner added, "We are getting nothing but the best cooperation from the industry. This closed-circuit broadcast is heartening. I am happy to see how the industry is taking steps to correct these practices."

SEN. MAGNUSON'S STERN WARNING:

Clean up radio-tv abuses or "I will move . . . with legislation"

Broadcasters, the FCC and the Federal Trade Commission were put on notice last week by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee that if they don't clean up abuses in tv and radio "I will move immediately with legislation."

In a "give 'em hell" address prepared for delivery before the Washington and Oregon State Broadcasters Assns. meeting in Seattle, Sen. Magnuson took broadcasters to task for an "ineffective" NAB Tv Code. He charged the FCC with failing to act where it has acknowledged it has authority and said he was "amazed" to hear the FTC is expanding its radio-tv monitoring and cracking down on misleading advertising because he thought it had already done so.

The Washington Democrat's speech came as a more strongly-worded and broader-scoped follow-up than an earlier letter he wrote NAB Tv Code Review Board Chairman Donald H. McGannon in which he asked how the board plans to amend the tv code to make it effective in heading off fraudulent and deceptive practices—not only among the code's 270 tv station subscribers, but among non-subscribers.

In both the letter and his prepared speech last week, Sen. Magnuson said he plans to summon the FCC, the FTC and broadcast representatives before his committee when Congress convenes next January to find out what steps they have taken that would remove the need for appropriate legislation.

Code 'Ineffective' • Sen. Magnuson told the broadcasters last week that:

• It is obvious the tv code has been proved "ineffective" because "no action has been scheduled." He said his warning to the industry should be sufficient and he hopes that by the time he calls his meeting effective procedures have been adopted to make legislation unnecessary. (Kenneth A. Cox, special counsel to the committee on broadcast affairs, said in Seattle he watched a closed circuit telecast of the Los Angeles code board meeting Nov. 18 and reported on it to the senator).

• He comends the FCC for "finally" acting to call a probe of broadcaster programming and advertising, but "frankly, I am surprised about the slowness of the Commission in moving into this field. There is no excuse."

• FCC procedures on examining a licensee at renewal time for past laxity on misleading advertising and overcommercialization have been "puny." He believes Sec. 326 was designed to prevent prior restraint by the FCC, but does not prohibit punishment of misuse after the fact. He plans to ask FCC why it doesn't adopt rules requiring a licensee to set forth its programming structure at renewal time so promises can be compared with performances.

• The committee as early as 1951 settled the question on FCC's authority —as distinguished from its "attitude"— about prescribing specific percentages of time for educational or other programs (letter from the committee to FCC Chairman Wayne Coy on Aug. 23, 1951).

• No direct FCC regulation of networks is needed because the Commission can exercise effective regulation through the networks' owned stations.

• He is "amazed" at FTC Chairman Earl Kintner's statement of plans to expand monitoring and crack down on misleading and fraudulent advertising, because in 1956 committee hearings he asked if funds were needed for this purpose and led the fight to appropriate funds "earmarked" to combat such ads. If FTC has not used these funds to "vigorously discharge their responsibility in this field . . . I want to know why." He has asked Chairman Kintner for a "full report."

Avoided Duplication • Sen. Magnuson said his committee made its first move on the quiz fixes by requesting the New York grand jury minutes and a court supported this move to reveal what the grand jury had found. To avoid duplication of hearings, he said, it was agreed that the House Legislative Oversight Subcommittee would "lead off with open hearings."

He said he wouldn't enlarge on the "sordid details" that followed, but that steps "must and will' be taken to prevent such occurrences in future.

Sen. Magnuson said he "violently disagrees" that the FCC is limited to regulating electrical interference only; that if this were the case "Old Man Dollar" and "Mister High Rating" would set broadcast program standards. He said he is a firm believer in self-regulation by broadcasters and supports government intervention only when necessary to protect the public.

He said there is not a broadcaster who does not know a quality program from a bad program or the difference between a good advertisement and a misleading or fraudulent one and added: "The first thing you must do as broadcasters is to take inventory of your own operations."

Sen. Magnuson's letter to Mr. McGannon:

Dear Mr. McGannon:

"As you know, this committee has been conducting a study with reference to the responsi-

The line-up

The FCC has announced a new list of 50 standard broadcasting station applications which will be ready for processing Dec. 19. First application on the list, BP-12385, was filed by Vernon H. Baker and seeks a new am in Chester, Va. Any application which should be considered with these must be filed no later than Dec. 18. A complete list of the 50 applications appears in FOR THE RECORD, page 123.

another Presto precision recording tool to make your job easier.

new PRESTO recorder/reproducer converts instantly from ½" to ¼" tape!

The new Presto 850 is the only professional tape recorder that converts in seconds from ½" to ¼" tape, and vice versa—and it's from Presto, makers of more professional sound-recording equipment than any other manufacturer in the world. The new, flexible 850 ends the need to keep expensive equipment sitting around idle. Conversion from ½" to ¼" tape head assemblies requires only a screwdriver and a few seconds.

Based on the successful 800, the use-proved 850 provides such exclusive features as: an edit switch for one-hand runoff during editing and assembly of master tapes, eliminating messy tape overflow • a molded epoxy-resin drum brake system with double shoes to end brake-maintenance headaches • four-position plug-in head assemblies instantly interchangeable without realignment • three-track stereo master control (optional) for special recording effects • three Presto A908 amplifiers stacked on an easy-to-work-at console, in portable cases or for rack.

The 850 delivers a high production editing rate at significantly lower operating costs. Separate switches provide correct tension even when reel sizes are mixed. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Safe tape handling at top speed is assured. Interlocks prevent accidental use of RECORD circuit.

To get complete specifications on the new 850, which is available in console, portable and rack-mounting models, mail this coupon today.

BOGEN-PRESTO, Dept. B-119, Paramus, N. J.
A Division of The Siegler Corporation.

Name _____

Address _____

City _____ Zone _____ State _____

PRESTO

bility of the licensee in the broadcast field. One of the facets of this study involves the so-called tv quiz shows. I do not intend at this time to set forth the sordid details that have been so dramatically revealed in the hearings by the House Legislative Oversight, however, about the adequacy of the Communications Act of 1934 and the industry Television Code in meeting the challenge presented by the deceptive and fradulent practices engaged in on the tv quiz programs. Therefore, I have noted a recent statement made by you concerning the need for an amendment to the Television Code, which would expressly prohibit such happenings in the future.

Am I to assume that the present provisions of the Television Code are inadequate to meet the deceptive and fradulent practices engaged in on the tv quiz programs? What proposals are under consideration that would prevent such practices from taking place in the future? And do you expect such proposals to be adopted? As I understand it, there are only 270 of the more than 500 tv stations in the country who are subscribers to the industry's tv code. Assuming meaningful procedures concerning self-regulation are adopted, how would the tv code apply to those stations who are not subscribers? How then would the non-subscriber be regulated?

It is my intention to call a meeting of the FCC and industry representatives as soon as possible after the Congress convenes in January. I am hopeful that the industry's proposals will have been enacted by that time as I will be guided accordingly in planning my legislative program.

Over the years, I have been a staunch advocate of keeping regulation to the minimum with the hope that self-regulation that is industry-fixed would prove to be effective. I need not emphasize that in this most powerful medium of communications we must keep radio and television free from deceit, fraud, and dishonesty if we are to protect the public interest.

When the Congress authorized the FCC to issue licenses to broadcasters in the public interest it did so with the complete thought that the operations of the broadcasters would be conducted with integrity, honesty and good faith. If this public confidence and trust is being undermined, as these tv quiz shows indicate, appropriate steps must be taken.

In planning my legislative program I would appreciate receiving your views on this all-important subject.

Warren G. Magnuson.

DEC. 7: AGAIN A DAY TO MARK

That's when FCC begins programming probe

The FCC will begin its "public proceeding" inquiry into tv and radio programming and commercial practices Dec. 7, the Commission announced last week. The comprehensive reappraisal of broadcasting, brought on by disclosures of the House Legislative Oversight Subcommittee, was announced by the Commission just two weeks ago (BROADCASTING, Nov 16).

There was no indication how long the first sessions would last—and the FCC itself has no way of knowing until it is determined how many witnesses will want to be heard. Parties "who can contribute comments, suggestions, information and other data which will be useful . . ." were asked to notify the Commission by Nov. 25.

Testimony has been invited from networks, agencies, advertisers, producers, attorneys, civic and religious leaders, trade associations and plain John Q. Public. The sessions will be on the Commission level, with commissioners listening to the testimony. The five commissioners in Washington—Chairman John C. Doerfer, Robert E. Lee, Robert T. Bartley, Frederick W. Ford and John W. Cross—approved last week's order.

The other two commissioners, Rosel Hyde and T. A. M. Craven, are in Geneva for the international telecommunications conference and are not expected in this country by Dec. 7. The conference has a tentative target of Dec. 15 for adjournment.

Early Start • Date for the start of the hearings, officially labeled "public proceeding" by the Commission, is earlier than had been expected in most quarters. Chmn. Doerfer had been quoted a day before the announcement was made that the hearings probably would not begin before the first of the year.

The FCC's own sessions begin just two days before the Oversight Subcommittee will gather in Washington to decide in executive session the future course of its own expanded radio-tv investigations.

Comr. Doerfer, addressing the annual meeting of Tv Bureau of Advertising Friday (see page 86), warned that after the FCC investigation is completed, "pious affirmations of responsibility by a licensee will [not] be enough. Something more than a statistical resume of programming will be demanded. . . ."

Currently working "night and day" on the investigation are the two members of the Commission's Network Study Staff—attorneys Ashbrook P. Bryant and James F. Tierney. Messrs. Bryant and Tierney have just returned from Hollywood talks with tv film production companies.

An FCC spokesman said last week that it had not been decided whether additional personnel will be hired or if current Commission staffers will be delegated to work on the radio-tv investigations.

The Issues • Witnesses were asked to direct their remarks toward (1) whether current broadcast practices in programming and advertising "are inimical to the public interest"; (2) whether present FCC rules are adequate and if more detailed standards are needed; (3) whether present review procedures in programming and advertising are adequate, and (4) whether changes are needed in the Communications Act.

Reaction by prospective witnesses to the probe was slow in coming last week. The three radio-tv networks indicated they would participate but said it is too early to make definite plans. Mutual, which is not a licensee as are ABC, CBS and NBC, reportedly has no plans at this time.

The American Civil Liberties Union

said that it will request the opportunity to testify on all the points raised by the Commission. ACLU said it would like to appear in Washington Dec. 9 or 10. The National Audience Board definitely will not participate, according to President Peter Goelet. He said the organization's purpose is to "inform rather than criticize. . . . It is our policy to be as objective as possible and function in the capacity of a rating service—in depth—rather than as a pressure group."

THE SPECTRUM

What Ike wants, the FCC gives him

What the President wants, the President gets.

This sums up the significance of a unanimous U.S. Court of Appeals ruling which held the FCC was not arbitrary and capricious in reallocating certain radio spectrum bands from aviation usage to military use without a hearing.

At issue was the FCC's authority to pluck radio bands out of the civilian category for military purposes without permitting civilian users the right of rulemaking procedures according to the law. The ruling was made Nov. 13.

In April 1958, the FCC ordered the reallocation of a number of bands. Among these were the 420-450 mc band and the 8500-9000 mc band. The Commission's action was taken at the request of the Office of Civilian & Defense Mobilization which claimed the bands were needed in the national defense.

The action was protested by Bendix Aviation Corp. and by Aeronautical Radio Inc. (Airinc.). The Air Transport Assn. was also an intervenor.

Bendix had been working on an anti-collision device using the 430 mc band, and had filed an application for the experimental use of this wavelength in its development. Airinc. and ATA, supported Bendix, also objected to the removal of 8500-9000 from civilian doppler radionavigation for military radiopositioning use.

The FCC denied the protests and the case was appealed.

Military Secrets Sealed • The court, which had called for and received under seal the secret military reasons for requiring these frequencies, maintained that the Communications Act gives the President the last word in allocating the radio spectrum. It held that it was not necessary to determine the military reasons for this request.

In the unanimous, three-judge decision, the appeals court held that the FCC was right in rejecting the Bendix application since 430 mc was "simply" no longer available.

There is no suggestion, the court said, of any perversion of the Commission's administrative processes since:

"National trust and responsibility must be reposed somewhere and in this situation, by Section 305 of the Communications Act and otherwise, they are centered in the President with all his vast power."

No Alternative • The FCC had no recourse, the court said, "confronted by the demands of the Executive for exclusive use of the frequency in question . . ."

Referring to the classified data submitted to the court the decision said that it was satisfied that the claim of executive privilege must be honored. In any event there was no need to go beyond the President's request, the court said.

The court also stated it did not feel the Commission's action in reallocating the frequencies conflicted with international treaties (which assign these frequencies internationally). The Commission's order did not allocate the 430 mc frequency to radiopositioning, it denied non-Government access to the band, the court said.

The decision was written by Circuit Judge John A. Danaher, for himself and Judges George T. Washington and Warren E. Burger.

Court upholds station right to call letters

The right of a radio station to its call letters—whether by initials or pronounced phonetically—has been upheld by the Colorado Supreme Court.

The court reversed a two-year old lower state court decision which upheld the right of Mrs. Irva M. Steffan to use of the name "Kaytee Ellen" and ordered $13,300 paid Mrs. Steffan by KTLN Denver, for damages.

Mrs. Steffan claimed that she had been hired to portray the KTLN radio personality and owned the "Kaytee Ellen" name even after she had been discharged by the station. This was from 1950 to 1954. The station maintained it owned the name.

The Colorado Supreme Court held that "since the radio station has developed a vested and valuable property interest in its trade name, the plaintiff cannot be held to have established a separate and severable property interest in a trade name that when spoken is indistinguishable from the call letters KTLN." The decision was handed down Nov. 9.

The appeal was carried on by John L. Buchanan, now president of KKSN Dallas, Tex., but then manager of KTLN.

REPORT TO THE INDUSTRY

THE National Audience Board is pleased to present a progress report of its services to the industry on the occasion of its fifth anniversary. The Board evaluates public reaction to television programming on a non-profit basis and acts as a liaison between the public and the industry.

AT the invitation of the United States Department of State, two NAB delegates attended the recent UNESCO Denver conference devoted to cultural relations between the U.S.A. and South America. In addition, the Board recently announced the appointment of Hajime Ishii as its representative in Japan.

MORE than 1000 civic leaders voted on 260 programs presented during children's viewing hours, resulting in a report highly favorable to the industry but containing constructive criticism of value to the public.

OUR Newsletter has carried articles by the United States Information Agency and the Federal Trade Commission, as well as feature stories devoted to RCA color and the news departments of CBS and ABC. Such outstanding sponsors as Chrysler Corporation and Chevrolet have asked the Board to evaluate their programs.

WE have also previewed pilot films of well known independent producers. To defray expenses, the Board charges a nominal fee of $100 per city for previews. Rates for national and regional surveys will be quoted on request.

New York Headquarters
152 East End Ave., New York 28

Los Angeles Headquarters
190 N. Canon Dr., Beverly Hills, Calif.

DICK CLARK GIVES UP HOLDINGS

Tv star beats House probers to the punch and sells his interest in record company

An investigation involving tv teenage idol Dick Clark last week became the first overt move in the House Legislative Oversight Subcommittee's shift to probes in radio-tv activities other than tv quizzes.

The subcommittee sent two staffers to Philadelphia where ABC-TV's Monday-Friday *American Bandstand*, starring Mr. Clark, is originated. The action followed an announcement by Mr. Clark's manager that the tv star had assented to an ABC-TV ultimatum that he give up his interests in a record company and three music publishing houses or leave the network. Mr. Clark also stars in ABC-TV's *Dick Clark Show*, a variety program originated in New York and aired Saturday nights, and the Sunday night show *World of Talent*.

Robert W. Lishman, chief counsel of the subcommittee, said last week that the staffers, attorney Charles Howze and investigator James Kelly, were sent to Philadelphia after he received a telephone call Nov. 16 from Bob Williams, a *Philadelphia Bulletin* reporter, that a story was about to break involving Mr. Clark.

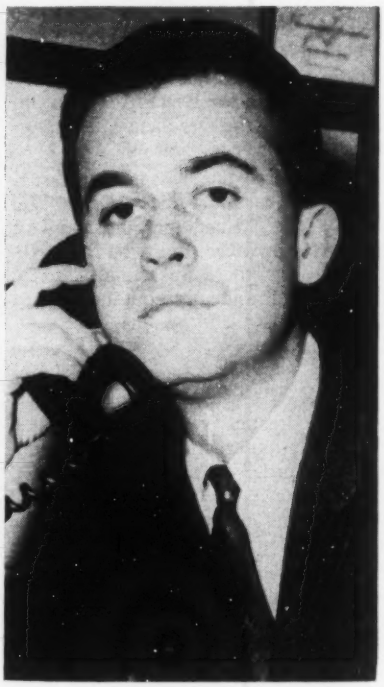
Reporter's Tip-offs • Mr. Lishman said the subcommittee has received "leads" involving disc jockeys from newspaper and radio-tv reporters all over the country and that these reporters have been the House group's primary source for tips. All the charges are being investigated, he said.

The subcommittee has indicated it plans to investigate alleged disc jockey payola, for free plugs on individual programs and fraudulent advertising. Plans are to be agreed on at a closed session Dec. 9 in Washington. It was hinted the probe into payola was brought to fever pitch by BROADCASTING's special report on the practice (BROADCASTING, Aug. 31).

Mr. Clark agreed to give up his one-third interest in Swan Records and all other outside interests including the three music publishing houses. However, Anthony Mammarella, producer of both Clark shows, given the same ultimatum by ABC-TV, elected not to give up his one-third interest in Swan Records and resigned from the shows.

Mr. Mammarella said Swan records were played on *American Bandstand*, but only because they were hit tunes. He denied he ever accepted money for scheduling records on the Clark show.

ABC, which announced it is investigating all its disc jockey shows on its owned stations, said Mr. Clark agreed to divest himself of his interests to conform with a new policy that those who select and play records may not hold interests in recording, music publishing and allied fields. The network said it has examined all evidence available to it and has decided Mr. Clark's integrity is above reproach; that he has not solicited or accepted any consideration to have performers appear or records played on any of his programs. His is the only tv network show on which records are played.



ENTERTAINER CLARK
He listened to ABC-TV

Mr. Mammarella, who said he also holds interests in two New York music publishing firms, said he saw nothing wrong with *American Bandstand* playing records by the company he and Mr. Clark control. He said many top artists and producers in radio and tv hold interests in such companies.

College-pro overlap is Kefauver concern

A bill that would impose a 75-mile blackout on televised professional football games in areas where college football games are being played at the same time will be introduced next year by Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust & Monopoly Subcommittee, the senator said last week. He authorized the announcement after an appeal by officials of National Collegiate Athletic Assn., meeting with him in Tennessee.

The National Football League imposes a rule with these same provisions for protection of its own teams from such conflicts. NFL games, with few exceptions, are played on Sundays and college games on Saturdays or Friday nights.

College officials have been worried that the projected new American Football League will cause some professional teams to play on Saturday. But Harry Wismer, chairman of AFL's Tv & Radio Committee, said last week it will schedule no Saturday games next year and has rejected a $1.5 million tv contract because it would conflict with college games.

Jerrold anti-trust case is now in court

Jerrold Electronics Corp., Philadelphia, began defense last Wednesday (Nov. 18) against the government's civil antitrust suit brought by the Dept. of Justice in February 1957 (BROADCASTING, Feb. 18, 1957). Suit is being tried before U.S. District Judge Francis L. Van Dusen in Philadelphia, with no jury. The trial began Nov. 9.

The government charged that Jerrold, one of the major community tv equipment manufacturers and also owner of nine catv systems, required its catv customers to buy all their equipment from the firm. The complaint also charged that Jerrold required its equipment customers to sign exclusive service contracts. Jerrold President Milton Shapp issued an immediate denial at the time the complaint was filed.

Jerrold defense is being conducted by Israel Packel, of the Philadelphia law firm of Spicer, Satinsky, Gilliland & Packel. Wilford L. Whitley Jr. is assistant U. S. attorney conducting the prosecution.

Political fellowships

Political scientists, journalists and law school instructors are eligible for 1960-61 Congressional Fellowships to be awarded by the American Political Science Assn. Fellows will receive a minimum of $4,500, tax free, and will spend nine months in Washington working on the staffs of senators and congressmen.

An applicant must be between 25 and 33 and must have advanced training combined with experience in his field. Applications may be obtained from the association, 1726 Massachusetts Ave., N.W., Washington 6, D.C.

Government briefs

Wichtex protest • An initial decision dismissing the Wichtex Radio & Television Co. (KFDX-TV Wichita Falls, Tex.,) protest on a July 29 grant to KWSO-TV Lawton, Okla., (BROADCASTING, Oct. 5) has been issued by Hearing Examiner H. Gifford Irion. The KWSO-TV grant is to allow the station to change its transmitter location from 4 miles east of Lawton and 49 miles northeast of Wichita Falls to 32 miles from Lawton and 24 miles from Wichita Falls, increase power to 316 visual, change antenna and transmitter types and make other equipment changes, with antenna 1,050 feet.

More time • The FCC last week extended for 90 days the deadline for comments on its proposal to duplicate 23 Class I-A clear channels with unlimited Class II stations (BROADCASTING, Sept. 28). The Clear Channel Broadcasting Service had sought a six-month extension of the original Nov. 20, deadline, with the Commission meeting CCBS halfway by extending the period for filing to Feb. 18.

Farmington ch. 12 • The FCC Tuesday (Nov. 17) granted ch. 12 Farmington, N.M., to Farmington Broadcasting Co. The action follows the initial decision by Hearing Examiner Elizabeth C. Smith recommending that ch. 12 be granted to Farmington after that company merged with competing applicant Four Corners Broadcasting Co. (BROADCASTING, Oct. 5).

Catv operators want FCC ad hoc committee

Community television operators pledged their whole-hearted cooperation to the FCC and to Congress in working out a satisfactory solution to the booster-catv-translator problem and their impact on local tv service.

In a Nov. 16 letter to FCC Chairman John C. Doerfer, National Community Television Assn. President A. J. Malin (Laconia, N.H.) reiterated the views of the association that the Commission call a conference of all elements to form an *ad hoc* committee to explore the factual situation and make recommendations. The committee, Mr. Malin said, should be composed of broadcasters, catv, booster and translator operators and manufacturers.

Among other things, Mr. Malin suggested that such a committee might explore the following:

• Carrying of local stations by catv systems.

• Duplication by catv systems, boosters, translators and satellites of programs broadcast by local stations.

• Alleged degradation by catv systems of the signals of local stations, or by boosters, translators or satellites.

• Liberalized uhf translator and booster rules and licensing policies for all auxiliary booster or translator services which might be authorized.

• Need or desirability of federal legislation affecting catv.

• Available factual data with respect to actual impact of catv, boosters and translators on local station operation.

Mr. Malin emphasized, however, that NCTA would cooperate with the FCC in whatever method the Commission decided to use to attack the problem.

A similar letter was sent Nov. 13 to Sen. John O. Pastore (D-R.I.), chairman of the communications subcommittee of the Senate Commerce Committee.

The proposal for the organization of an *ad hoc* committee was first made by Bill Daniels of Denver before Sen. Pastore in a hearing in Denver Oct. 30 (BROADCASTING, Nov. 9).

The NCTA position and the letters were authorized at a meeting of the association's legislative committee in Washington last week. The committee is headed by George Barco, Meadville, Pa., and includes Mr. Daniels; Mr. Malin; Glenn Finn, Tyler, Tex.; Sandford Randolph, Clarksburg, W.Va.; John M. Spottswood, Key West, Fla.; Fred Stevenson, Fayetteville, Ark., and Milton Shapp, Jerrold Electronics Corp., Philadelphia. Messrs. Barco, Daniels, Malin, Finn and Randolph were present at the Washington meeting.

Proposal for fines against deceit urged

A review of the Communications Act with the idea of empowering the FCC to impose fines against tv networks in connection with "this nonsense and deceit that we have seen" was suggested last week by Rep. Steven B. Derounian (R-N.Y.), a member of the House Legislative Oversight Subcommittee.

Rep. Derounian, appearing on *New York Forum* on WCBS-TV New York, said the intent of such fines would be to make a network "just as responsible for the acts of its agent station as if it had perpetrated these frauds." He said he would support "anything that would be helpful in connection with network regulation," but said it must not make the federal government a "czar over something where it shouldn't stick its nose in peacetime."

CBS

WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives

Pulse asked, "In time of emergency such as snow storm or flood, what station do you tune to for news of school closing, meeting postponements, storm news, etc.?" 40.2% replied, "WBNS Radio." This is 25.8% higher than the second choice station in Columbus.

PROGRAM GROUND RULES AT CBS-TV

But Aubrey disclaims any intention of a magazine concept

While it is determined to assert mastery over its programming, CBS-TV has no plans for upheaval in fundamental broadcasting practices as they now exist.

It is not thinking of instituting a "magazine concept" in the sense that would make CBS-TV the owner of all of its programs and allow advertisers no say-so about where their commercials are placed.

This is the position presented to BROADCASTING last week by James T. Aubrey Jr., executive vice president who is acting operating head of the CBS-TV network during the illness of President Louis G. Cowan.

Mr. Aubrey made the clarification after reports that CBS-TV was considering a "magazine concept" got into print in New York along with a memo outlining new ground rules which he had sent to the network staff.

Areas Still Under Study • The memo set up rules dealing with four specific programming areas and indicated that others yet to be covered include standards for commercials, program balance and thorough investigation of payola and plugs (text of Mr. Aubrey's memo below).

Mr. Aubrey said CBS-TV plans to move more informational programming of the so-called "Sunday Afternoon Intellectual Ghetto" type into choice evening time next year, following up steps already taken in this respect.

He also said there had been suggestions that CBS-TV solicit suggestions from outside the television field for ways in which CBS-TV might implement its intention to be in command of what is seen on the network; but, he said, the feeling within CBS-TV is that this is the network's own problem which it should solve on its own.

His memo to the CBS-TV organization, approved by "all officers" of the networks, reportedly including President Cowan, did not use the phrase "magazine concept," and "program balance" was mentioned only as one of the "larger problems" yet to be solved. The implication was that specific ways of achieving "program balance" were along with other problems, still being considered.

New Office • In addition to codifying new rules drawn thus far, Mr. Aubrey's memo disclosed that "a new office will be created" by CBS-TV "to implement this memorandum and other related memoranda, and to formulate and recommend additional rules." It also said the rules it enunciated will apply to all programs produced after Dec. 15, and earlier where practicable.

The rules were designed to "indicate clearly, where doubt may reasonably exist, the degree and proportion of fact and fiction, of nature and artifice, of preparation and spontaneity, within each program." The areas dealt with (1) games and contests, (2) interviews and discussions, (3) announcement of prerecording and (4) artificial laughter and applause.

Taped or filmed shows—or such inserts in live shows—must be announced as such; rebroadcasts of a live show to serve one portion of the network must be identified as recorded, and the phrase "live on tape" is forbidden. In general, game or contest shows must disclose any element of rehearsal or other preparation that affects the playing or outcome of the game, and those using contestants chosen from the studio audience must explain the basis for selection. Interviews and discussion programs must say so if questions were supplied in advance, if the scope of the discussion was limited or if the program was materially edited. Use of canned applause must be limited by "good taste and moderation," and, when used at all, this fact must be "clearly disclosed."

How CBS-TV spells out its programming rules

Here, in slightly condensed text, is the memo circulated last week by James T. Aubrey Jr., CBS-TV network executive vice president, delineating new rules on programming and outlining procedures for further evaluations and changes:

We are now in the process of that re-examination [announced earlier by CBS President Frank Stanton] of all policies and practices affecting television and its future, and this 'fresh hard look' covers a very wide area. It must include standards to be set for commercials, program balance, and thorough investigation of payola and plugs.

In the meantime our study has disclosed practices which, though relatively minor compared to the deceptions in the quiz programs, do prevent us from saying to the public that all of our programs are "exactly what they purport to be." So that we can have these details behind us as we move toward the larger problems, we are now stating rules to be observed henceforth in the areas discussed in this memorandum.

The healthy development of television requires us to go far beyond the prohibition against deliberate deceit. It places upon us the duty to indicate clearly, wherever doubt may reasonably exist, the degree and proportion of fact and fiction, or nature and artifice, of preparation and spontaneity, within each program.

ACTING HEAD AUBREY

Tells how it will be

The artifices used in programs which are clearly fiction need no marking any more than the whole drama or comedy in which they are used need be marked as fiction. The audience accepts both the fiction and the artifices as precisely that. Theatrical conventions are so solidly planted in the minds of the viewers that no problem of deceit or misconception is involved. The test in each case must be whether any substantial number of the viewing audience is likely in the circumstances to be deceived or misled concerning the true nature of the program fare being offered.

The issuance of memoranda and the observance of the rules embodied in them cannot be considered as the full measure of the responsibility and obligations of those concerned with programming. The only true assurance is

an affirmative philosophy among all persons concerned that all programs, no matter what their type, must have integrity and respect for the viewer.

Games and Contests • This section refers to quiz programs, programs on which a game is played by a panel of either professional performers or members of the public, contests or games which sometime are conducted as part of general audience participation shows, and the like. With regard to all such games and contests:

Games or contests, as presently conceived, in which high money prizes, lavish merchandise gifts, or any other high stakes are offered to contestants, will not be permitted.

All other games or contests, whether constituting the major part of a program or just a feature thereof, whether played by one or more contestants or a panel, are to be conducted in all respects in precisely the manner in which they purport to be conducted.

In this connection, any element of preparation or rehearsal of the contestants of panelists which affects the playing or outcome of the game, or the stated or implied spontaneity with which the game is played, must be disclosed; obviously in any games which take the form of a question or puzzle involving the preparation of a contestant to puzzle or mystify the panel, the fact that such contestant is rehearsed need not be announced.

Rehearsals of contestants or panelists as to incidental elements of the game, such as physical position, movement on camera, and purely incidental conversation, need not be announced if the playing or outcome of the game is not thereby affected.

Games or contests which use contestants selected from the studio audience must disclose the basis for selection of such participants.

Aside from incidental conversation, previously referred to, programs which contain games or contests frequently involve interviews or discussions with contestants or panelists presented as an important feature of such programs. Such areas of programming are governed by the rules relating to interviews and discussions.

Interviews And Discussions • This section refers to programs wholly or in part made up of interviews, discussions, forums, debates, and the like, and the term interviews will be used to cover all such kind of program content.

To the extent that any interview which purports to be spontaneous is not, that fact must be adequately disclosed. Regarding such interviews, any editing, preparation or rehearsal (other than rehearsal of physical position and movement on camera) must be indicated.

Thus, if questions are supplied in advance to the person being interviewed; or if both the questions and answers are prepared or outlined in advance; or if the area or nature of the interview is delimited or delineated; or if the interview, having been recorded, is not broadcast in its entirety but selections are made and the interview edited—if any of those practices, or other like practices are followed, they must be announced.

Where interviews are broadcast in connection with public or sporting events, if they have been pre-recorded and are not contemporary with the events which are the main subject of the broadcast, that must be stated.

If any interview has been conducted and pre-recorded so far in advance of its broadcast that the difference in time is significant, announcement must be made of this time lag.

Announcements of Pre-recording • When a performance, or any part of it is in any way pre-recorded—whether on film or tape—that fact must be disclosed by an announcement at the beginning or end of the program.

When there is lip-sync to a recording or sound track made for some purpose other than the particular program on which the performance occurs, that fact must be specifically disclosed.

A rebroadcast for one portion of the

COLOR CASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Nov. 23-27, Nov. 30-Dec. 2 (6:30-7 a.m.) **Continental Classroom.**

Nov. 23-27, Nov. 30-Dec. 2 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Nov. 23, 30 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N. W. Ayer.

Nov. 24, Dec. 1 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman Craig & Kummel.

Nov. 24, Dec. 1 (9:30-10:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Nov. 25, Dec. 2 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through J. Walter Thompson.

Nov. 25, Dec. 2 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Nov. 26 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Nov. 27 (8:30-9:30 p.m.) **Miracle on 34th St.** Westclox through BBDO.

Nov. 28 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Nov. 28 (10:30-11 a.m.) **Ruff and Reddy Show,** Mars through Knox-Reeves and Borden through Benton & Bowles.

Nov. 28 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

Nov. 29 (8-9 p.m.) **Sunday Showcase,** Swiss Watch through Cunningham & Walsh.

Nov. 29 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

AN APPLE FOR THE TEACHER...

Ed Zack — Morning Mayor of the Quint-Cities — presents a sack of apples to the "Teacher of the Day" . . . a daily feature of Ed's Music '59 Show — 6 to 9 a. m. on WOC.

It's WOC and "Mayor" Ed Zack saying, "Thanks," to one of those very special people who look after tomorrow's generation.

Another reason for the top listening interest of the right people . . . to WOC.

To reach—and sell—these "right" people, call your PGW Colonel for availabilities.

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF, IOWA
ROCK ISLAND, MOLINE, EAST MOLINE, ILL.

RADIO AM | FM

NBC 5000 WATTS AM

Air Personalities . . .

Newsmen . . .

WHK

CLEVELAND

wants to talk to you about . . .

PERMANENT BERTHS AT ATTRACTIVE FIGURES

You've heard favorable talk about WHK—how it leaped from nowhere to the upper stata of Cleveland radio audience and sales—via new concepts of sound, personality, service and management.

You've heard excited buzzing about Metropolitan Broadcasting Corporation — rapidly expanding operator of WHK . . . WNEW AM and TV, New York . . . WTTG-TV in Washington . . . purchaser (subject to FCC approval) of WIP, Philadelphia and WTVH-TV Peoria. . .

So if you sense an unusual opportunity in this ad, you're right. But we would be less than frank if we failed to tell you that our need is based upon differences between ourselves and the union locally. We assure you, though, that we're talking about permanent positions on a contractual basis. Now what do you say?

Phone General Manager Jack Thayer right now (EXpress 1-5000) . . . or write him, enclosing tape at 5000 Euclid Avenue, Cleveland 6, Ohio.

network of an earlier live broadcast must be identified as recorded.

The use of the phrase "live on tape" must not be used.

Artificial Laughter and Applause • Whenever artificial laughter or applause is employed in any degree, that fact must be clearly disclosed. In addition, the use of artificial laughter and applause must be subject to, and limited by, the basic consideration of good taste and moderation.

Additional Rules • Additional rules to implement the policy that programs appearing on CTN shall be exactly what they purport to be will be issued from time to time as experience and continued study indicate.

Implementation • While the observance of these rules shall be the responsibility of all CTN personnel concerned, a new office will be created within CTN to implement this memorandum, and other related memoranda, and to formulate and recommend additional rules.

Effective Date • These rules shall be effective at the earliest practicable date but in any event shall apply to all programs produced after December 15, 1959.

This memorandum has been considered and approved by all CTN officers.

NEW LIFE
WMCA buys service operating in the red

The young history of voiced news services to radio stations has been financially rocky. Radio Press International, a merger of two such services, managed barely to survive the economic pinch this year. But today, RPI's picture is brighter. WMCA Inc., which owns and operates WMCA New York and is an applicant for WBNY Buffalo, acquired controlling interest in the news organization last Wednesday (Nov. 18) and promises an "all-out effort" to maintain and improve the service.

Under terms of a contract signed by Donald Hirst, president and sole owner of RPI, and R. Peter Straus, president of WMCA Inc., the latter corporation will obtain more than two-thirds interest in RPI with the remainder held by Mr. Hirst. The change-over will take effect on Dec. 1. It was reported that the transaction involved "an exchange of assets," but it is believed that the primary considerations were WMCA's pledge to assume operational expenses and its commitment to continue and bolster the service.

Nathan Straus, board chairman of WMCA Inc., will serve in a similar capacity at RPI. R. Peter Straus, his son, will be president. The active head of

R. PETER STRAUS

MR. MINAHAN

RPI will be Michael Minahan, director of production operations for ABC, who is resigning, effective Nov. 30, to become general manager and board member of RPI.

50 Staffers • R. Peter Straus reported that RPI will have about 50 correspondents, available for assignments throughout the world. Noel Bernard, who has served for many years with Radio Free Europe and latterly with RPI and with International Transmissions Inc., will be chief foreign correspondent on a full-time basis, stationed in London.

RPI currently has about 50 clients. Mr. Straus acknowledged that "considerably more than 50 subscribers are needed to put RPI in the black." He added that he is "extremely hopeful that over a period of time RPI, under the management of professional station executives, can be transformed into a profitable as well as a useful operation."

Starting Dec. 1, he said, RPI will begin sending its clients about 12 news segments of 30-40 seconds in length, seven days a week, via leased telephone lines. He pointed out that this is "somewhat of a reduction in the number RPI now is feeding," but he believes that stations will prefer "high quality, hard news items, rather than quantity." The output will place a sharper accent on international news than at present, Mr. Straus observed.

WMCA's decision to acquire control of RPI, he said, resulted from several considerations: The service is considered a sound, long-term business investment; there is a need for satisfactory coverage of the national and international scene by independent stations and supplementary coverage by many network outlets, and a conviction that people throughout the U.S. should be enlightened on developments throughout the world.

"I know this may sound corny," Mr. Straus remarked, "but I hope we can play a part in bringing news of Karachi to the people of Keokuk."

Public Affairs Accent • WMCA is regarded in the New York area as a station that stresses public affairs and other informational-type programming. Mr. Straus indicated that some of its

programming ("Justice"—dramatizations of great trials, and "Pro and Con"—discussions about major current issues) may be made available for syndication to RPI clients after the voiced news service is established solidly.

He reported that rates to clients are being evaluated to ascertain if they are "realistic" in terms of the service it is providing to stations, based on the size of their markets.

RPI is a merger of Radio Press and International Transmissions Inc. They consolidated last summer after each had faced financial obstacles. A prime mover in Radio Press since its founding about 18 months ago, was veteran newscaster George Hamilton Combs, who has continued at RPI. His future status under the new management has not been determined.

AFM signs contract for radio-tv jingles

A new contract between the American Federation of Musicians and networks, packagers and producers, covering musicians employed in scoring radio-tv jingles, went into effect last Monday (Nov. 16) The pact will run through Jan. 31, 1963.

Herman D. Kenin, AFM president, said the new pay scale calls for an average 11% increase over the previous rate. It includes: $60 per session for a single instrumentalist; $33.50 each for two to four musicians and $30 per man for larger combinations of five or more musicians. The contract also stipulates limitations of three minutes of recording per session and no more than three jingles per session for a single sponsor, according to Mr. Kenin.

Other provisions cited by Mr. Kenin: a 5% employer contribution to the musicians' pension fund and inclusion of arrangers and copyists in the re-use payment clause, under which musicians are paid one-third of their per session base pay for all additional 26-week re-uses beyond the first 26-week re-run cycle.

• Program notes

Marlene signs • *Marlene Dietrich and Paris* is the tentative title of a 60-minute video tape show that the actress will make in partnership with Bartell Tv Productions (subsidiary of Bartell Broadcasters Inc.) on location in Paris. Shooting begins Friday (Nov. 27) under the direction of Orson Welles. The show will be offered for network sale.

Canadian partner • Paul Nathanson, president of Sovereign Film Distributors Ltd., Toronto, and A. Schneider, president of Screen Gems Inc. have signed a long-term agreement for Sovereign to distribute Screen Gems' tv film product in Canada. Also planned by the two companies is the formation of a company that will produce tv films and video taped shows in Canada. Screen Gems would serve as producer and world distributor of the Canadian developed programs.

California product in offing • Writer-producer Douglas Morrow is to produce three pilot films for Philip N. Krasne's new California Studios, L.A. The half-hour programs are *Kitty Hawk, It Happened in Sun Valley* and *Mother's the Governor of Texas. Kitty Hawk* will be shot in London and Hollywood in November. The other two will commence in January and February, respectively. Robert Angus, vice president in charge of California Studios' service operation, is to produce *Man of the House*, a comedy; *Gentleman Joe*, a western, and *Trinity 4-3000*, a melodrama. Bernard Girard is to produce eight pilots for California.

Governors in Russia • WBTV (TV) Charlotte, N.C., has had requests from four tv stations in the Carolinas for copies of a film the Russians made during the visit of nine U.S. state governors to the U.S.S.R. The film, sent to North Carolina Gov. Luther M. Hodges by the Soviet Embassy in Washington, was converted for television use by WBTV. Stations requesting copies: WTVD (TV) Durham, WSJS-TV Winston-Salem and WNCT (TV) Greenville, all North Carolina; WBTW (TV) Florence, S.C.

Moves in L.A. • Trans-Lux Television Corp., N.Y., reports its West Coast division has moved to a new location at 6253 Hollywood Blvd., Hollywood, Calif. Murray Oken is division manager. Telephone: Hollywood 2-6903.

U. of Missouri holds radio-tv news seminar

Formula radio, editorializing and difficulties in covering major news events sparked a broadcast news seminar sponsored by the U. of Missouri's School of Journalism. The seminar was held in cooperation with the Missouri Broadcasters Assn. in Columbia Nov. 11-13.

Featured speakers included Gene Wilkey, vice president and general manager of KMOX-TV St. Louis; Robert Hyland, vice president and general manager of KMOX; Steve Rowan, night news editor, at KMOX, and Jim Monroe, news editor of KCMO Kansas City. Some 30-40 panelists discussed various

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YOUNG TELEVISION CORP.
Natl TV Rep

There's a 'tape-jockey' in your future

KXOL Fort Worth, Tex., is operating with complete cartridge-tape equipment, using the automatic tape control system developed by Collins Radio Co.

First station to use this "tape-jockey" system for its complete program operation, according to Collins, KXOL is operating with four playback units. Cartridges are prerecorded from other tapes or discs.

Earl Fletcher, KXOL station manager, said use of the tape cartridges "has tightened up the station's operation over 20% and is paving the way for economical savings."

Collins cartridges are loaded with tapes varying from 30 seconds to 31 minutes. Some 600 cartridges, mostly from a minute to 3½-minutes duration, are stored in a four-sided swiveling cabinet within easy reach of the operator. The desired cartridge can be selected and broadcast in seconds, eliminating the need for cues on spools of tape. A push-button does the work automatically. The tape runs, stops and automatically re-cues itself, with no manual threading or cueing. One combination record-playback unit is used for recording, along with the four broadcast playback units.

AUTOMATION TAKES OVER
KXOL "tape-jockey", at Collins console

KXOL officials say they have more flexibility and improved quality in production, with time available for creative effort. On-the-air smoothness is claimed.

phases of broadcast news coverage.

Mr. Wilkey stressed the importance of independent news and public affairs programming as a means of achieving station identity. He noted some tv stations "welcome and encourage" a tendency to uniformity, submerging their identities in a "stream of syndicated material." It may often be "highly profitable," but "it's a wrong way," he commented. News and public affairs programming "set the tone and character" of a station, he pointed out, making it a vital community force. Such programs, Mr. Wilkey stressed, "deserve—require—the full support of a healthy budget and a demanding management."

Conformance • Discussing uniformity, Mr. Wilkey stated: "Any station that deliberately throws away its chance to establish an identity—a presence, a position of prestige and influence—is headed for trouble (and I include financial trouble)."

Mr. Monroe claimed news coverage is getting bigger by the day and that "we will face the problem of increasing demands by an increasingly large number of news media." He cited the handling of news pools during Soviet Premier Khrushchev's recent visit as inadequate. Mr. Monroe suggested there be "more planning in the field of pool reporting" on the premise it will become tremendously important in future coverage.

Mr. Hyland described editorializing as "the big forward step in broadcasting," reporting on KMOX's radio experience in this field (BROADCASTING, Oct. 26). Radio rather than tv has taken "the boldest strides along this road of community leadership", he claimed, and now can "be counted as a major medium of influence alongside the daily newspaper."

Showmanship • Mr. Rowan scored "formula radio" for its handling of news breaks, citing the need for true "showmanship" in newscasts. He also attacked the view that accuracy can be sacrificed for showmanship commenting: "Accuracy is not a relative thing. The information a news broadcaster puts on the air is either honest or dishonest" he continued:

"It was showmanship and the battle for ratings that caused Charles Van Doren and so many others to rationalize that what they were doing when they took part in a fraud was perfectly all right. And it's that same showmanship, and the battle for ratings, that is convincing some newsmen to rationalize that what they are doing is all right . . .

"But don't bother to ask the owners and managers of these formula radio stations what they think about honest, accurate news reporting—about sacrificing truth to the gods of showmanship, spectacle and illusion, not to mention ratings. Because . . . you just can't believe most of them."

United Press International news produces!

HOPE FOR SPECTRUM ACTION

Outlook in Congress told rocket group

The next session of Congress which begins Jan. 5 will "actively" consider Rep. Oren Harris' bill (HR-8426) to establish a Frequency Allocation Board and a government supervisor to oversee government use of the radio spectrum, Sen. Howard W. Cannon (D-Nev.) said last week.

Both committees of Congress, he said, would be taking up this proposal.

Sen. Cannon spoke at a panel of the 14th annual convention of the American Rocket Society in Washington. The Nevada Democrat is a member of the Senate Space Committee.

He also suggested that a cooperative program may be the best solution in the light of the cost of launching communications satellites. He theorized that certain satellites might be licensed to "competent" industrial laboratories. By this he said he meant those which could demonstrate a "well-planned" program for communications research.

This use of communications satellites on a joint government-industry basis opens up problems for the future, he added, and might require future study.

In a plea for active international control of the radio spectrum, Sen. Cannon said:

"It is clear that prompt management and control of the radio spectrum in the space age is absolutely necessary . . . By good fortune the International Telecommunications Union forms a competent and respected organization within whose auspices international agreement can be sought free of political overtones. . . . "

Other convention highlights:

• An orbiting telescope, controlled by radio command signals, would include a tv system which would flash telescope images of the heavens back to earth, was described by two Johns Hopkins Applied Physics Lab. scientists.

• Because communications equipment in space vehicles amount to as much as 70% of the payload in recent cases, refinements in techniques are necessary. One such is a pulse-amplitude - modulation - fm telemetery and data system, described by Lockheed Missiles and Space Div. representative. Another is heavy emphasis on "molecular" electronics, which is a step beyond miniaturization—from the present "peanut size" component to one the size of a pinhead, described by a Westinghouse Electric Corp. engineer.

• Communications during re-entry of space vehicles into Earth's atmosphere suffers from blackout because high heat builds an ion plasma shield around object. This occurs from 400,000 ft. above Earth to about 40,000 ft. above Earth. GE and Avco scientists discussed work they are doing in this field.

• A new kind of space battery was shown by IT&T. This is ferro-electric converter which takes heat by sun's rays and converts it into electricity. It can produce both ac and dc current, IT&T said, with high voltages. It differs from solar batteries, it was explained, which use light for energy conversion and supplies limited voltages.

Nine-month gain in radio-tv output

Both tv and radio set production showed increases for the first nine months of 1959 over the same period in 1958, the Electronic Industries Assn. reported last week.

In tv, 4,488,857 sets were produced from January to September this year, compared with 3,752,189 for the same period last year. Tv receivers sold at retail amounted to 3,572,189 for the nine month period, compared to 3,468,-090 for the same period in 1958.

Radio production also surged upward: For the first nine months this year, 10,927,252 sets were made compared to 7,686,197 for same 1958 period. Included in these figures were 367,804 fm receivers compared to 176,-061 fm sets produced in January-September last year. Radio sales at retail for the first nine months amounted to 5,285,878, excluding auto sets, compared with 4,556,545 sold at retail for the same period in 1958.

U.S.-Alaska tv link

Groundwork is being laid for a communications project that will link the continental U.S. with Alaska via Canada, eventually bringing the tv networks to the 49th state.

RCA Victor Co. Ltd. of Montreal is to build a $20-25 million microwave system of 50 towers for Canadian National Telegraphs by arrangement with the U.S. government. The line will be about 1,250 miles long.

The plan calls for two broad band microwave links at the start each with a capacity of 120 telephone or telegraph channels. The U.S. will lease the channels for 10-15 years at a rental that will cover the capital cost of the broad bands.

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• Technical topics

To see in dark • Dage Television Div. of Thompson Ramo Wooldridge Inc., Chicago, has a contract from Westinghouse Electric Corp. to make an ultra sensitive tv camera to accompany a tube Westinghouse will produce for the Electronic Technology Lab at Wright-Patterson Air Force Base, Dayton, Ohio. Called the "intensifier image orthicon," the new tube combines in the same glass envelope the features of an image orthicon (the most sensitive tv camera tube to date) with an "image intensifier" or "light amplifier." Dage says "This will truly be a tv camera that can see in the dark. . . . "

Two-way radio • Allen B. Du Mont Labs Inc., Clifton, N.J., announces the purchase of the two-way mobile radio business of Avia Products Co., Los Angeles. Avia's compact transmitter/receiver equipment for police motorcycles will be made applicable to every type of commercial, municipal and emergency vehicle through Du Mont's Mobile Radio Operations Div. In 1960 production and engineering of the units will be transferred from Los Angeles to Du Mont's Industrial Electronics Div. in Clifton, N.J.

Video monitor • Cetec Electronic Co. (electronic display equipment), Redwood City, Calif., has introduced a 17-inch industrial video monitor for closed-circuit tv use. The company says the unit is a rugged high-resolution instrument designed for continuous-duty operation with horizontal resolution in excess of 650 lines and linearity within 2% of picture height.

Viewing new camera • Representatives of the four commercial tv stations in the San Francisco area inspect the new Marconi Mark IV television camera and its use in conjunction with the Ampex VR-1000B tv recorder at Ampex' demonstration studio at Redwood City, Calif. (L to r): Jack Neitlich, manager of video associated equipment for Ampex; Doug Elleson, KRON-TV program director, and Lee Berryhill, chief engineer; Bob Arne, KTVU (TV) chief engineer; Harry Jacobs, KGO-TV chief engineer; Frank Gonzales, northwest district manager for Ampex, and Thomas E. Davis, manager of the video products division. Ampex' Videotape recorders are being used by all four stations. KPIX (TV) was represented by Tom Ely, who was out of camera range.

Fearless buys Tool Co. • Houston Fearless Corp., L.A., has acquired Federal Machine Tool Co., Boston, for an undisclosed amount of HF common stock. Fearless manufactures electronic components, automated chemical process control equipment and microwave equipment for industrial food processing. Federal Machine designs and makes precision tools. It retains the Federal name.

Standard moves • Standard Electronics Div., Radio Engineering Labs., has moved its office and factory from Long Island City, N.Y., to new, 36,000 sq. ft. building in Farmingdale, N.J. Parent REL has taken over the former building in Long Island City. Standard manufactures radio and tv station equipment.

Oscilloscope camera • Hewlett-Packard Co., Palo Alto, Calif., has introduced Model 196A, a camera claimed to record full-sized oscilloscope patterns without distortion on Polaroid Land Film. The camera uses standard bellows to eliminate light leakage. Its object-to-image size ratio is 1 to 0.9 to show a full 10 cm graticule width. Lens adjustments may be made without removing camera from scope. Weight: 9 lbs. Price: $425. Address: 275 Page Mill Rd., Palo Alto.

Instant sound • RCA Semiconductor & Materials Div., Syracuse, N.Y., announces the development of a new five-stage transistorized automobile radio circuit which will play instantly when turned on and will use less current than a car's parking light. The circuit employs newly-developed RCA "drift" transistors which have high maximum available gain and low feedback capacitance, providing good performance with a minimum number of stages and resulting in low over-all circuit cost. The circuit is said to be suited to large volume production.

Tri-color tape • Audio Devices Inc. (recording materials), N.Y., has results of a survey that show the company's blue, green and brown colored recording tape is well received by educational, scientific and other fields using it. Audio Devices says the new tapes are a boon in categorizing material. The company also produces tape reels in different colors.

CHANNEL 3 KTBS TV SHREVEPORT LOUISIANA

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The Original Station Representative

NBC ABC E. Newton Wray, Pres. & Gen. Mgr.

Broadcast Advertising

MR. POWER

MR. IZARD

• W. G. (BILL) POWER, national advertising manager of Chevrolet and with that company for 31 years, retires Jan. 1. JACK IZARD, Chevrolet's zone manager in Peoria, Ill., will succeed him. Mr. Izard's position will be filled by LEON DORN, assistant advertising manager.

• WILLIAM L. DIENER, vp in charge of client service and director of Leo Burnett Co., Chicago, announces resignation effective Jan. 1, 1960. DEWITT JONES, vp, succeeds him in area of business development. Mr. Diener has served as account supervisor on several Burnett accounts during past 15 years and has been closely identified with Green Giant Co. account, as well as vp in charge of client service for Chrysler Corp. and Star-Kist Foods. He is moving to Southern California.

• RICHARD S. HUMPHREY SR., president and board chairman of Reach, McClinton & Humphrey, Boston division of Reach, McClinton & Co., retires effective Nov. 30. He is succeeded as president by JOHN H. MCCULLOUGH. Other RM&H appointments; JOSEPH T. COENEN, creative director elected executive vp; DAMON CARTER, RICHARD CLARK, and RICHARD S. HUMPHREY JR., named vps.

• ROBERT W. ROBB, senior vp and assistant to president of Reach, McClinton & Co., N.Y., since 1957, elected executive vp and general manager.

• NORMAN GRULICH and TIMOTHY STONE, account supervisors at Benton & Bowles, N.Y., elected vps.

• CHARLES A. RHEINSTROM, executive vp for sales of American Airlines, rejoins J. Walter Thompson, N.Y., to assume major account management responsibilities. Before going to airline last year, Mr. Rheinstrom had been vp and director at JWT, handling Eastman Kodak and other major accounts.

• ARTHUR J. STRAUSS, formerly advertising manager for Manhattan Shirt Co., joins Daniel and Charles, N.Y., as vp. He will be account executive on agency's recently-acquired Manhattan Shirt account.

• HUNTER LYNDE, president of Newman, Lynde & Assoc., Jacksonville, Fla., advertising agency, elected board chairman. He is succeeded by WILLIAM E SCHEU, who was formerly president of Distributors Inc., Columbia Records distributor for Florida.

• JAMES T. RICHARDSON, formerly president of Keeling & Co., Indianapolis, appointed vp and account executive of Caldwell, Larkin & Sidener-Van Riper, that city. Other appointments at that agency: EDWARD H. BOWERS, copy director of Keeling, joins copy department; MRS. MARY DILL, also formerly with Keeling, named media secretary.

MR. BREEN

• WILLIAM J. BREEN, formerly vp and manager of account service department, as well as vice chairman, plans review board and management service director at McCann - Erickson, N.Y., joins Lennen & Newell, that city as senior vp and management account supervisor. As head of Best Foods Div. of Corn Products Co. account, Mr. Breen will be responsible for Karo Syrups, Niagara and Linit starches and Mazola corn oil.

• JAMES RANKIN, formerly associate creative director at J.M. Mathes, N.Y. to Norman, Craig & Kummel, that city, as creative supervisor of tv.

• RUSS FORD, senior producer at Doherty, Clifford, Steers & Shenfield, N.Y., named director of radio-tv commercial production.

• JOHN H. HOEFER, president of Hoefer, Dieterich & Brown, S.F., elected to board of directors of American Assn. of Advertising Agencies. Mr. Hoefer will represent AAAA western region, succeeding NORTON W. MOGGE, of Atherton Mogge Privett, L.A.

• VERNE F. KELLEY, advertising manager of Greyhound Corp., Chicago, elected vp—advertising and pr.

• GEORGE J. TONJES, formerly manager, prepared foods products division of Seabrook Farms Co., Seabrook, N.J., to J.M. Mathes, N.Y., as assistant marketing director.

• JAMES S. MACVICKAR, formerly with Curtis Publishing Co., to Compton Adv., N.Y. as account executive on Chesebrough-Pond's.

• WILBUR JOHNSON, formerly advertis- manager of Pablum Div., Mead-John-

WEST TEXAS fulltimer semi-major market with lots of growth future. NBC outlet grossing in excess of $100,000.00. Price $150,000.00, 29% down.

WEST TEXAS MAJOR MARKET—This is a 1000-watt daytimer with a price tag of $115,000.00 with $15,000.00 down and extremely liberal terms on the balance. It is in a major West Texas, fast growth market and capable of doubling the billings. It is now breaking even and has been on the air only a short time.

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EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

son & Co., Evansville, Ind., to Hammond Organ Co. in similar capacity.

• JAMES VAN CAMPEN, formerly vp of Jack Packard Adv., appointed account executive in industrial accounts division of The Goodman Organization, L.A.

• JOSEPH S. FLICK JR. named director of foreign operations, and PETER J. KING, director of new products, for Bissell Inc. (housewares), Grand Rapids, Mich.

• JAMES R. STERLING, media buyer at Erwin Wasey, Ruthrauff & Ryan, L.A., named assistant account executive on Carnation Co. Instant Products Div. account.

• MELVIN S. HATTWICK, director of advertising for Continental Oil Co., Houston, appointed chairman of Motivation Research Committee, Advertising Research Foundation.

• JOAN CHAMBERLAIN, formerly vp and copy group head at Benson & Mather, N.Y., to Lennen & Newell, that city, as copy group head.

• WILLIAM MCCARTHY, formerly with Warwick & Legler, N.Y., to Joseph Katz Co., that city, as copy chief.

• L.A. (SPEED) RIGGS, who immortalized chant of tobacco auctioneer during his 18 years on Lucky Strike programs, joins Space & Time Adv., L.A., as vp and account executive. He will continue to take active interest in his tobacco farms, warehouses and blooded-horse farm in North Carolina.

The Media

• RICHARD J. BARRY JR., formerly account executive with WINS New York, to WNEW New York in similar capacity. BROADCASTING Nov. 16 erroneously reported Mr. Barry appointed general manager of WNEW. JOHN V.B. SULLIVAN is vp and general manager of WNEW.

MR. GROGAN

MR. KENDALL

• WILLIAM GROGAN, manager of KEPR-TV Pasco, Wash., promoted to director of sales, Cascade Television with headquarters in Yakima, Wash. JOE KENDALL, manager of KEPR for past two years, named general manager of all Cascade Radio facilities. GENE GRISCHOW promoted from staff of KIMA Yakima to manager, succeeding WILLIAM HANSEN, who has been named national and regional sales manager of Cascade Television. Cascade Broadcasting Co. stations are KIMA-AM-TV; KEPR-AM-TV; KBAS-TV and KWIQ Moses Lake, Wash., and KLEW-TV Lewiston, Idaho.

• MORT RUBENSTEIN, art director for CBS-TV Stations since May 1958, named creative director. He joined CBS in 1947 and in 1951 was named to tv art staff. JACQUES SAMMES named copy chief for advertising and sales promotion department, CBS-TV Stations. He joined CBS in 1956, and prior to that had been with ABC, The Biow Co. and Radio Advertising Bureau.

MR. WHEELER

• MEL WHEELER promoted from general manager of WEAR-TV Pensacola, Fla.-Mobile, Ala., to assistant to president of Rollins Telecasting Inc., O. Wayne Rollins. Mr. Wheeler was previously president of Gulfport Broadcasting, which sold WEAR-TV to Rollins in April. MILTON R. DE REYNA JR., commercial manager, succeeds Mr. Wheeler.

MR. DE REYNA

• WILLIS E. STONE, program director of WEVA Emporia, Va., named president and general manager of Stone Broadcasting Co., which operates WEVA. He succeeds his late father, MAXEY E. STONE, who died Oct. 15.

• TOM SHANAHAN, air personality and program director of WEMP Milwaukee, promoted to station manager. Mr. Shanahan, who has been with WEMP for 17 years, will devote his entire time to programming and production as assistant to Hugh Boice Jr., vp and general manager.

• JOHN J. REVISORE appointed manager of WYLD New Orleans. Mr. Revisore has been account executive, specializing in radio accounts, at Aubrey Williams Adv., that city.

• O.R. (JIM) BELLAMY, director of radio-tv with Perry-Brown Adv., Cincinnati, named general manager of WDBF Delray Beach, Fla. He was previously general manager of WWSO Springfield, Ohio; WPGH Pittsburgh and WPTR Albany, N.Y.

• PATRICK LARKIN named manager of KGGG (formerly KRWC) Forest Grove, Ore. MRS. JEAN LARKIN appointed chief engineer and program director.

MR. RICH

• ROBERT J. RICH appointed general manager of WDSM-AM-TV Superior, Wis.-Duluth, Minn., succeeding C.D. (DUKE) TULLY, who has been named assistant to manager of *Duluth Herald & News Tribune*, stations' owner. Mr. Rich was assistant general manager and prior to that managed WEBC Duluth.

• RICHARD A. LEADER, salesman with KWIZ Santa Ana, Calif., promoted to general sales manager. GEORGE ALLEN, sales manager of WOC Davenport, Iowa, joins KWIZ as salesman. JEANINE PAQUETTE, from Orange County Industrial News Magazine, named merchandise manager of KWIZ to coordinate station's "Food-arama" merchandising plan.

• MORRIS WATTENBERG, formerly advertising and promotion manager of WABC - AM - FM - TV New York, appointed director of sales development and research for ABC.

• NORMAN REED, program director of WWDC-AM-FM Washington, appointed vp in charge of pr. ED STUDNEY, production manager, succeeds him, effective Dec. 1. Mr. Reed has been with WWDC since it first went on air in 1941.

• PEL SCHMIDT, formerly local sales manager of WJZ-TV Baltimore, appointed regional sales manager of WBOC-AM-TV Salisbury, Md.

MR. KING

• BOB KING, program director of WFAA-TV Dallas, named general manager of KSWO-TV Lawton, Okla.-Wichita Falls, Tex. He is succeeded by TOMMY THOMPSON, formerly program director of KHOU-TV Houston. Other appointments at WFAA-TV: LARS GIERTZ named sales service and video tape manager, succeeding DUNLAP CLARK, who resigns to join Jack Wyatt Agency, Dallas; MARY GAY HOES named film director, succeeding DICK PORTER, who joins sales department of Ziv Films.

• CAL MILNER, formerly air personality with WPEN Philadelphia and WGBS Miami, named coordinator of radio promotions and contests for RKO General radio stations (WOR New York, WNAC Boston, KHJ Los Angeles,

KFRC San Francisco and WHBQ Memphis). He will work in Los Angeles under Mark Forrester, program coordinator for these stations.

MR. MONROE

• LARRY MONROE appointed station manager and program director of KIOA Des Moines, Iowa. He was previously program director of KXOK St. Louis, national program director of McLendon stations and in similar capacity with Public Radio Corp. stations.

• NORT FRYKMAN appointed Colorado Springs sales manager of KKTV (TV) Colorado Springs-Pueblo, Colo., succeeding JACK CANTERBURY, who has been named director of creative services.

MR. DWYER

• CHARLES P. DWYER, assistant general manager of WTVN-TV Columbus, Ohio, transfers to WKRC-TV Cincinnati in similar capacity and as national sales manager. FRED VON STADE, account executive with WTVN-TV, named national sales manager of that station. Both are Taft stations.

• HARVEY SWENSON, previously with KFAB Omaha, named sales manager of KLMS Lincoln, Neb.

• JOHN R. FALK, assistant to manager of publicity and exploitation of WRCA-TV New York, named manager of publicity and exploitation for WRCA.

• WILLIAM E. GOETZE, general manager, KFSD-AM-FM-TV San Diego, elected president of California Broadcasters Assn. ERNEST L. SPENCER, KWIZ Santa Ana, named vp for radio; RICHARD HOGUE, KXTV (TV) Sacramento, named vp for television; ALAN LISSER, KBIG Avalon (Catalina) named secretary-treasurer. Directors are: District 1 (Sacramento and north): Mr. Hogue and M.F. WOODLING, KHSL Chico; District 2 (Bay Area): ART WESTLUND, KRE Berkeley, and LOUIS S. SIMON, KPIX (TV) San Francisco; District 3 (central California): JOE DRILLING, KJEO (TV) Fresno, and HALE BONDURANT, KWG Stockton; District 4 (Los Angeles area): Mr. Spencer and JOHN REYNOLDS, KHJ-TV Los Angeles; District 5 (San Diego and southern California): Messrs. Goetze and Lisser. WILLIAM D. PABST, KTVU (TV) San Francisco-Oakland, retiring president, becomes ex-officio member of SCA board.

MR. SEVERIN

• RUSS SEVERIN, field representative for NAB, resigns to join WLOS-TV Asheville, N.C.-Greenville-Spartanburg, S.C., as station manager - sales manager of its new Greenville studio, effective Dec. 1.

• GENE GORDON, formerly sales manager and chief engineer of KPTL Carson City, Nev., appointed technical director of KACE-AM-FM Riverside, Calif.

• RANDOLPH GRETES, formerly general manager of WWBZ Vineland, N.J., named program director of WHAT Philadelphia.

• GERRY FORREST, formerly with WPRO-AM-TV Providence as music director and newscaster, named program director and air personality with WROW Albany, N.Y.

• JOE H. BAKER rejoins KMTV (TV) Omaha as local sales manager, succeeding DICK CHARLES, who was named regional sales manager. Mr. Baker was promotion manager of KMTV in 1950 and subsequently in sales capacity. He later operated his own business.

MR. COLIE

• RAY W. COLIE promoted from national sales manager of WWJ-TV Detroit to sales manager. He is succeeded by JOHN A. WALES, who was serving as local sales manager.

• RICHARD W. HOLLOWAY, sales manager of WDEF-TV Chattanooga, to WFMY-TV Greensboro, N.C., in similar capacity, effective Dec. 1.

• WARREN M. MORTON, formerly ac-

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count executive with CBS-TV, N.Y., to Television Bureau of Advertising, that city, in similar capacity.

• CURTIS HORTON, chief engineer of WOAY Oak Hill, W.Va., to KMME-TV Albuquerque in similar capacity. KNME-TV is etv station for U. of New Mexico and city's public schools. F. A. BIBEAU, chief engineer of KOB-TV Albuquerque, will serve as engineering consultant. DR. WAYNE BUNDY, formerly production manager of U. of Detroit tv, to similar position with KNME-TV. THOMAS PETRY, production coordinator, named program manager; ARLEN ASHER appointed film director and staff producer.

• JOHN LUTHER, news director of WERC-AM-FM Erie, Pa., named to head new department for fm programming, special events and public service. TED WYGANT succeeds him.

• LARRY SHIELDS, formerly announcer and director with KFMB-TV San Diego, appointed to new post of nighttime supervisor of operations for KTLA (TV) Los Angeles.

• ED SHEPPARD appointed program director of WSIX Nashville, Tenn.

• DOMINIC J. VIGNOLA, account sales executive with WTEN (TV) Albany, N.Y., appointed retail sales manager.

• EDWIN R. GREEN, formerly in media department of Doherty, Clifford, Steers & Shenfield, N.Y., to sales staff of WINS New York. PAUL WILSON, formerly sales manager of Richard O'Connell Inc, N. Y., also joins WINS sales staff.

• LYLE (RED) KOCH appointed audience promotion coordinator in charge of station promotion of WTVT (TV) Tampa-St. Petersburg, Fla. WALTER K. RHOADS, formerly representative of sales service department, named sales promotion coordinator.

• RICHARD BEESMYER, account executive with CBS Tv Spot Sales, Chicago, transfers to New York office in similar capacity.

• GUNDLA JOHNSON, sales assistant with KDKA Pittsburgh, promoted to sales service director.

• HARRIETT KOGOD, publicity director of WWDC Washington, resigns.

• EDWARD F. HESSELL JR., formerly promotion manager of WBRZ (TV) Baton Rouge, La., to promotion staff of WHAS-AM-TV Louisville, Ky.

• DON STUBBS appointed assistant news director of KICN Denver.

• THOMPSON R. WATT named producer and assistant to program director of KOA Denver. He was radio-tv columnist for *Denver Post*.

• FRANCIS P. (BUD) SULLIVAN, assistant comptroller of KYW-AM-TV Cleveland, appointed KYW-TV sales representative.

• RAY TANNEHILL, formerly news director of WBBW Youngstown, Ohio, joins news staff of WERE Cleveland.

• RAY V. FORD, formerly program director of KPBM Carlsbad, N.M., joins WWCO Waterbury, Conn., as chief announcer and music director.

• MIKE MCDOUGALD, general manager of WCHK Canton elected president of newly organized Georgia UPI Broadcasters Assn. Other officers: HOWARD ABSALOM, news director of WMAZ-AM-TV Macon, vp; ED MULLINAX, general manager of WLAG LaGrange, program chairman, and RICHARD FALES, UPI business representative, secretary.

• MARILYN FISCHER appointed assistant to music director of WAAF Chicago.

• MRS. ANN GERMANO, formerly reporter-photographer for *Palladium-Item* newspaper, Richmond, Ind., to news staff of WSBT-TV South Bend, Ind., in similar capacity.

• SHELBY L. HEMAN, previously on sales promotion staff of WEW St. Louis, to sales staff of KXOK, that city.

• RODNEY CLURMAN, formerly Army PFC stationed at Military District of Washington, whose work as press, radio-tv organizer for Premier Khrushchev's visit merited Army's Commendation Ribbon, joins NBC News, N.Y., as special projects coordinator.

MR. HARRIS

MR. WHEELER

MR. FERGUSON

MR. READ

JACK HARRIS, vice president and general manager of KPRC-TV Houston, was unanimously re-elected chairman of the NBC Television Affiliates Board of Delegates at the annual meeting of the affiliates in New York Thursday, Nov. 12 (see AT DEADLINE, Nov. 16).

Vice chairmen elected by the affiliates are EDWIN K. WHEELER, general manager of WWJ-TV Detroit, named to this post for the second consecutive year, and ROBERT FERGUSON, executive vp of WTRE-TV Wheeling, W.Va. LOUIS READ, vp and general manager of WDSU-TV New Orleans, was elected secretary-treasurer.

Appointed to fill vacancies on the NBC-TV Affiliates Board of Delegates were: MARCUS BARTLETT, general manager of WSB-TV Atlanta; RICHARD LEWIS, president and general manager of KVAR (TV) Phoenix, and Mr. Read.

Other members of the Board of Delegates are: LAWRENCE H. ROGERS, president and general manager of WSAZ-TV Huntington, W.Va.; HAROLD SEE, general manager of KRON-TV San Francisco; HAROLD GRAMS general manager of KSD-TV, St. Louis; RICHARD O. DUNNING, president and general manager of KHQ-TV Spokane, Wash., and JOSEPH BRYANT, president of KCBD-TV Lubbock, Tex.

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Programming

• J.R.H. (HANK) WILSON, formerly president and general manager of WMIT Charlotte, N.C., to Muzak Corp., N.Y., as national field sales manager. ADNA H. KARNS formerly media director and manager at Don Kempner Adv., N.Y., joins Muzak as manager of New York operations.

• WILLIAM SELF, director of administrative programming, CBS-TV, Hollywood, joins 20th Century-Fox Television as executive producer.

• RAYMOND L. LEWIS, formerly with WBBM Chicago, to sales staff of Banner Films, N.Y., covering east coast syndicated sales.

• HERBERT HOBLER, director of sales development for Videotape Productions of New York Inc., named sales manager.

• SAM LOMBERG, formerly sales manager of Screen Gems, appointed European sales manager for National Telefilm Assoc., London headquarters.

• ANDRE MOULLIN and ROBERT JACQUES elected vps in charge of sales and planning-editing, respectively, with Peter Elgar Productions, N.Y.

• DAVID A. BADER has resigned as vp, Atlantic Television Corp., N.Y.

• DRESSER DAHLSTAD, program director of KABC Los Angeles and ABC Pacific Coast Network, has left ABC after 27 years with that network and its predecessor, NBC Blue, to join Ralph Edwards Productions. He will be assigned to *Truth Or Consequences*.

• EVE ETTINGER, acting head of story department of Screen Gems, Hollywood, named head of that department.

• FRED HANEY formerly manager of Milwaukee Braves, signs three-year contract with NBC-TV as co-sportscaster of *Major League Baseball* telecasts, succeeding LEO DUROCHER, who resigned.

• PEE WEE REESE, for 20 years player and coach with Dodgers ball club, signed by CBS-TV to handle commentary on *Game of the Week* with Dizzy Dean.

Equipment & Eng'ring

• C.P. PESEK, vp for engineering and staff manufacturing of Minnesota Mining and Manufacturing Co., St. Paul, elected to board of directors and executive committee.

• JAMES E. DINGMAN, director of operation, long lines department of American Telephone & Telegraph Co., N.Y., elected vp and chief engineer of AT&T, effective Dec. 1.

• ALLAN B. DICKINSON, manager of color kinescope manufacturing at RCA Electron Tube Div., Lancaster, Pa., appointed plant manager.

• DR. FRANK A. MCMAHON, formerly manager, field service and training section of General Precision Lab Inc., Pleasantville, N.Y., appointed manager of service and support department.

• V. LEE TENNANT JR. appointed midwest district sales engineer for Prodelin Inc., manufacturer of antenna system equipment, etc. His headquarters will be in St. Louis.

Bay Area founding fathers • Above are some of the founding members of the new San Francisco Radio Assn., which includes 13 am stations in the Bay Area. L. to r.: LAURENCE P. CORBETT, attorney; MILTON H. KLEIN, of KEWB; WALTER H. CONWAY, of KDIA; JOE MILLER, of KOBY; WILLIAM E. NICHOLS, of KFRC; MORTON J. WAGNER, of KYA; HOMER H. ODOM of KABL; MAURIE E. WEBSTER, of KCBS; BERT WEST, of KSFO, and JACK STAHL, of KGO.

Newly-elected officers are WILLIAM D. SHAW, of KSFO (picture left), president; Mr. Webster, vp; Mr. Wagner, secretary-treasurer. Board of directors is comprised of Messrs. Shaw, Webster, Nichols, Wagner and Klein. Founding members not pictured above are JOHN H. MITCHELL, of KGO; ROBERT N. KINDRED, of KJBS; GEORGE FUERST, of KNBC; ARTHUR WESTLUND, of KRE, and NORWOOD J. PATTERSON, of KSAN.

International

• H. GORDON LOVE, president of CFCN Calgary, elected president of Canadian Chamber of Commerce.

• JOHN R.G. JENKINS, formerly media director at Toronto office of McKim Adv. Ltd., named director of media and planning at Toronto office of BBDO.

• J. HUGH DUNLOP, formerly news director of CJCH Halifax, named gen-

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eral manager of CKDH Amherst, N.S. He succeeds GENE ALTON, who has moved to CKMI-TV Quebec City.

• JACK BAIN named CBC English Radio sales representative, Montreal.

Deaths

• CHARLES D. FREY, 73, head of his own advertising agency and formerly vice chairman of American Assn. of Advertising Agencies, died in Chicago Nov. 11.

• JOHN J. FLANAGAN, 54, vp and associate media director of McCann-Erickson, died Nov. 12, at Flower Fifth Avenue Hospital, N.Y., following brief illness. Mr. Flanagan, who had been with M-E since 1936, was past president of Media Buyers Assn., member of newspaper committee of American Assn. of Advertising Agencies, and board member of Business Publications Audit.

• LYMAN L. (PETE) WELD, 67, president of Feature Merchandising Inc. (feature foods plan for radio-tv stations), Chicago, died following heart attack Nov. 12. Mr. Weld was formerly vp of Mitchell-Faust Adv. before founding Feature Merchandising in 1935.

• FRED H. MILLER, 76, who retired from FCC in 1957, after 11 years in telephone and radio division, died Nov. 13 following heart attack in Washington, D.C.

• JOHN M. LITTLEPAGE, 56, Washington communications attorney, died Nov. 11, after falling from eighth floor window of his office building. He was member of firm of Littlepage & Littlepage, founded by his late father, Thomas P. Littlepage, and including his brother, James H. Littlepage.

INTERNATIONAL

IMPORTED PROGRAMS LIMITED

Canadian tv goes 45% native in 1961

The Board of Broadcast Governors of Canada Wednesday (Nov. 18) announced regulations for the television industry which relaxed the board's original proposals but continued to stress the Canadian program content. The board also outlawed broadcasting any contest in which results have been fixed in advance. This restriction is believed to be a direct outcome of U.S. congressional committee investigation, as BBG public hearings on the proposed regulations coincided with Charles Van Doren's testimony in Washington.

Under new rules, unrestricted use of U.S. and other imported programs is permitted until April 1, 1961. For a transitional one year period, Canadian stations will have to carry a minimum of 45% Canadian content in program time, measured over a four-week period. Beginning April 1, 1962 the minimum Canadian content will be increased to 55% of total time.

Originally the board had proposed a 55% rule to go into effect in 1960 and to be measured over a weekly period. Easier rules reflect the strong opposition from the Canadian Assn. of Broadcasters at hearings held November 2-3.

Programs considered Canadian must be produced or broadcast initially by a Canadian station, or if originating outside of Canada must have Canadian participants or be of general interest to Canadians. The latter category would include sports. Newscasts are considered Canadian despite the source of news. Films must be produced by Canadian-incorporated companies with a majority of the directors Canadian. Shows produced in Commonwealth countries and France are considered 50% Canadian, but can make up only one-third and one-quarter of total program time, respectively.

The board dropped another controversial proposal that would have reserved up to two prime evening hours daily for BBG-prescribed programs. But it reserved the right to require a licensee, after a public hearing, to make new arrangements for evening broadcasting if his performance during evening hours is unsatisfactory—that is, mostly non-Canadian in content.

The proposed restriction on morning broadcasting also was dropped following opposition from both CBC and CAB. New regulations will allow broadcasting between 6 a.m. and noon if the station operator first submits a programming outline and the board is satisfied it will not limit the station's resources for programming later in the day.

The board also announced it was prepared to consider reserving uhf channels for educational television.

European tour • Members of the 1959 Crusade For Freedom Study Tour to Munich are greeted by Radio Free Europe's European Director, Erik Hazelhoff (r). L to r are: Haydon Burns, mayor-commissioner of Jacksonville, Fla.; Mrs. Esther Van Wagoner Tufty, president-elect of American Women in Radio & Television; Cecil Woodland, general manager, WEJL Scranton, Pa.; Spencer M. Allen, news director, KMOX-TV St. Louis, and Orrin Melton, general sales manager-news director, KSOO Sioux Falls, S.D. Messrs. Woodland, Allen and Melton won the ten-day trip for their promotional efforts on behalf of RFE's 1959 fund-raising program. The annual Truth Broadcast Contest is sponsored by the Crusade For Freedom in cooperation with the National Assn. of Broadcasters and The Advertising Council.

• Abroad in Brief

French production • Tv set manufacturers in France produced 372,000 units in 1958. Radios numbered 1,520,000 including 335,000 pocket sets and portables plus 110,000 auto radios.

Sun will never set • British Commonwealth nations plan to girdle the globe with cables that will telecast as well as

carry ordinary communications, Postmaster General J.R. Bevins said in London (Nov. 11). He explained that a second transatlantic cable between Britain and France will be laid in 1961. Another cable will be laid in the Pacific connecting Australia and Canada.

Nationwide study • A.C. Nielsen Co. of Canada will soon release its first Canada-wide coverage study of radio and tv. All 239 counties in the 10 provinces will be reported in the company's largest survey. County-by-county ownership figures will be available to subscribers this month, and station circulation data will be released by early 1960. The expansion follows favorable reaction to an Ontario coverage study by Nielsen last year and to the Nielsen Broadcast Index for the Toronto area.

Exclusivity • CHQM-FM Vancouver will offer "exclusive sponsorship" to advertisers when it starts broadcasting Dec. 1. An advertiser buying a substantial contract (13 to 52 weeks) of three spots a day will be guaranteed no competing contract or service will be broadcast during contract duration, and will also be guaranteed first option on renewal.

Prize winner • A special plaque was presented to the Radio Bureau, Program Division of the Canadian Assn. of Broadcasters, for a prize-winning broadcast—*Canada in the Jet Age*. Plaque was awarded by the Air Industries and Transport Assn. of Canada.

Canadian tv growth • Tv ownership is growing faster in Canada than that of any other household convenience. A report by the Dominion Bureau of Statistics shows tv receivers in 75% of Canada's estimated 4,303,000 households. Last year only 70% had tv. About 96% of the homes have radio, the same figure as last year.

New Station • Newfoundland Broadcasting Co. will sell advertising time on its new tv station as part of a package with the firm's CJON-TV St. John's. The yet-unnamed station will be located at Grand Falls, and cover the island's central area. It will reach about 147,000 Newfoundlanders now unable to receive tv.

Not for S.A. • South Africa will not have tv because of its possible "destructive effects on children and the less developed races," Dr. A.A. Hertzog, the country's posts-telegraphs minister, has announced. In an interview with the Afrikaans-language newspaper *Die Vaderland* that asked about reports that South Africa would be the only country in the world without the medium Mr. Hertzog said the government definitely did not intend to introduce tv.

New tv client • Terylene, synthetic fabric produced by Canadian Industries Ltd., will use tv for the first time in its five-year history. It is co-sponsoring *Movies with Mannings*, Saturday evenings from 7:30 to 9 p.m. over the CBC network. Other sponsors are Success Wax, Gattuso foods and Sterling Drug. CBC expects to sign a fifth and final participant shortly.

FANFARE

Grouchy grumblers organize

Hardwick, early-morning d.j. at KVI Seattle, is being flooded with membership applications for his new Grouch Club (NAGG—National Assn. of Grouchy Grumblers).

The club was started to give KVI listeners a chance to air their pet gripes. A local grumbler whose gripe is read on the air is chosen as the grouch of the week. Each month, Hardwick chooses a grand grouch—someone of national significance with an obvious reason to be grouchy.

Grand grouch for November is the chairman of the board of the Ocean Spray Cranberry Assn.

No tricks, just treats

"No Tricks, Only WLSV Treats" was the slogan of the Oct. 31 birthday celebration of WLSV Wellsville, N.Y. To celebrate its fourth anniversary, the station devised a "Treasure Chest" which

Promotes library

KBOL Boulder, Colo., took an active part in the Nov. 3 city elections after concluding that there was a discouraging lack of interest shown in a proposed bond issue for a new library.

John Kirkwood, station publicity director, mapped out an intensive campaign for the new building which consisted of taped interviews with local citizens on the need for a new library. These spots were aired frequently for several days before the election.

The library bond issue, supported by KBOL, was approved with a plurality of 25% of the total vote. A companion bond issue for recreational facilities was defeated with a plurality of 12% of the total vote.

CHECK and DOUBLE CHECK

WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

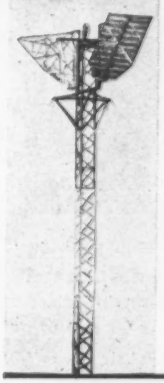
One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV

WTHI-TV

CHANNEL 10 • CBS—ABC

TERRE HAUTE INDIANA

Represented Nationally by Boiling Co.



TOWERS BUILDINGS REFLECTORS

Portable Buildings and Complete Systems for all Communications Purposes

TOWER

CONSTRUCTION CO.

2723 HAWKEYE DR. SIOUX CITY, IOWA

Tower Fabricators and Erectors the World Over!

MAIL TODAY! FOR 1959 CATALOG!

TOWER CONSTRUCTION CO.
2723 HAWKEYE DRIVE
SIOUX CITY, IOWA

NAME: _____

ADDRESS: _____

CITY: _____ ST: _____

was stocked with prizes from participating merchants. Listeners registered for a chance at the 38 prizes at participating stores.

A limit of 30,000 registration slips was set, and in the week-long promotion, 28,857 slips were signed by WLSV listeners.

Whole lotta' broadcastin'

KMBC Kansas City, and KFRM Concordia, Kan., sister station, celebrated the 30th broadcasting anniversary of farm director, Phil Evans, with a contest to determine the number of broadcasts made by him in his 23 years at the station. The winning estimate (34,693) was within six of the actual count (34,699).

The winning listener received a tractor, a 7-ton bulk feeding tank, 500 chicks, 10 bushels of seed corn, 5 tons of stock feed and $100 in miscellaneous farm products.

Johnny on-the-spot

CKOY Ottawa has won enthusiastic response for a promotion scheme helping overparked motorists. The station puts nickels into expired parking meters, and leaves windshield cards saying: "Your parking meter expired. We put in a nickel and hope we saved you the expense and inconvenience of a parking tag. Radio station CKOY. Dial 1310 (please)."

Thank-you letters have been coming from as far as Alabama and South Carolina, Halifax and Vancouver. Some letters have nickels enclosed, others as much as a dollar for continuation of the scheme. Of 1,500 nickels spent, the station received close to 1,000 thank-you letters and telephone calls.

Needed—New TB Weapons

Improved medical techniques have cut the TB death rate. Needed: A way to prevent active tuberculosis in the 40 million Americans infected.

Anti-TB drugs save many lives, but don't work for all. Needed: Studies to improve drugs' usefulness, to develop new drugs.

Help solve vital TB problems. Your Christmas Seal contribution can help research find new weapons against TB. Answer your Christmas Seal letter today, please.

Fight TB with Christmas Seals

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Programs stimulate book reading

A series of programs originated by a local librarian, Philip Oglivie, on WWGS Tifton, Ga. has stimulated an interest in books and library services in that area. According to Ralph N. Edwards, station manager, the program's success can be traced to the fact that it is "subject centered" rather than being confined to a single book review. Topics chosen are discussed, and related books for further reading and study are named. Thus the program attempts to arouse and keep new enthusiasms alive among listeners through additional reading and study.

Not all programs are concerned with intellectual matters. The problem of marital relations was recently aired. Mr. Edwards believes that "marital difficulties are found in all levels of society and is naturally the concern of all members of society." The program, "Is Your Marriage Working?" discussed many problems of marriage and named books that would be helpful for further reading.

A "think session" also inspired by Mr. Oglivie has been proving popular with WWGS listeners. Mr. Oglivie asked listeners to think about the ideas and ideals that have made our country great and are part of our heritage. Think sessions also contained reading lists for further study.

Other programs have dealt with the great religions of the world and personality sketches of historical figures, all supplemented by suggested lists of books for interested listeners.

Railroad ad contest

The Assn. of Railroad Adv. Managers is accepting entries for its ninth annual Golden Spike advertising competition. The competition is open to any firm, industry or organization (other than railroads) whose advertising or promotion contributes to a better understanding of the importance of the railroads or which directly or indirectly helps to promote rail freight and passenger traffic.

Advertising appearing Jan. 1-Dec. 31, 1959 is eligible. Deadline: Jan. 15, 1960. Entry blanks are obtainable from Albert L. Kohn, general advertising manager, Southern Pacific Co., 65 Market St., San Francisco 5.

Travelog

A caravan of American and Canadian travel editors touring Florida in a 21-car motorcade were treated to an unusual travelog when they visited Daytona Beach.

WMFJ, that city, and the local Chamber of Commerce made arrangements for every car in the group to have its radio tuned to WMFJ. As the visitors entered the area, the station greeted the editors by name and then conducted them on a 15-minute scenic tour into the center of Daytona Beach. A travel-commentary, carefully timed to the planned route, described each landmark as the caravan passed by.

• Drumbeats

Success stories • A brochure containing letters from clients and agencies on radio success stories has been published by WFDF Flint, Mich. Entitled "WFDF Spells Success" the brochure is available from the station or The Katz Agency.

Hudson River 'passport' • More than 10,000 New York City radio listeners are now proud possessors of "WNTA Radio Passports." Originally intended as a mailing piece to the Madison Ave. advertising fraternity, WNTA Newark also offered the novel promotion to its listeners, expecting only a few requests. The "passport" marked "Valid in New York Only" entitles the bearer to tune in WNTA and listen to "music with the authentic 'Jersey Bounce.'"

Aerial challenge • Viewers of KETV (TV) Omaha, Neb. are being challenged to identify towns from aerial photographs. The "Name That Town" contest uses pictures of communities within the station's coverage area, and includes clues to the towns' identities. Winners choose between a lady's wristwatch or a man's electric shaver for the prize.

Pooch appeal • WSAI Cincinnati has inaugurated a "Lucky Puppy Club" show on a daily basis. In cooperation with the local dog pound, WSAI describes an appealing puppy each afternoon, inviting listeners to contact the pound if they are interested in adding to their family.

Previewing the Philadelphia (radio) story • Characteristics and habits of Philadelphia radio listeners have been examined in a qualitative study by Pulse Inc. The findings were incorporated in a new presentation prepared by WIBG Philadelphia for advertisers and agencies. Shown during an advance preview given in New York to The Katz Agency, the stations' national representative: (l to r) M. McMurray, national sales director, Storer Broadcasting Co.; John Moler, managing director of WIBG, and Morris Kellner, Katz vice president, radio sales manager. The study presents a profile of the ownership of homes, autos and appliances; the buying patterns and the earning power of those families in Philadelphia which own radios.

Broken records • CJOB Winnipeg, Man., really held a record-breaking contest when they announced a ban on rock 'n' roll. They mailed advertising men records with instructions to break the discs and return them as a contest entry. Top prize in the contest is a radio-tv-phonograph combination.

Hero revisited • WLOS-TV Asheville, N.C.-Greenville, Spartanburg, S.C. celebrated Veterans' Day with a showing of the motion picture "Sergeant York" and an exclusive filmed interview with the 71-year-old World War I hero, who is now paralyzed from the waist down. Among photos taken was one believed to be the only picture of him wearing all his major medals.

Taking a back seat • Telephone booths have become passé according to a spokesman of KIOA Des Moines. To promote a new record, "Sitting In the Back Seat," the Iowa station ran a contest to see just how many girls could squeeze into an automobile. The winners, 23 tightly packed young ladies, emerged triumphantly from a four-door Chevy and were treated to a steak dinner and movie by KIOA deejays.

Reading the ratings • More than 100 advertising agency executives and time buyers attended a lecture on rating reliability at KGO-TV San Francisco. The speaker was Ward Dorrell, vice president and director of research of the John Blair Co. Mr. Dorrell used slides and illustrations to show rating curves, explain sample techniques and rating precision. The two-hour talk and discussion was followed by a buffet for the guests.

Series seer • WLOL Minneapolis-St. Paul found many advertising agency men's crystal balls in working order. In its World Series scoreboard contest, the station received 7 out of 3,500 entries which had the correct total number of Series runs. Breaking it down game by game, it discovered that John R. Bain, assistant advertising manager of Indianapolis Power and Light Co., had extraordinary extra-sensory perception and awarded him the $1,000 cash prize.

Hooper-la • WINS New York took advantage of a depressed market in hula hoops to use them in a Hooper rating promotion. A thousand advertising executives got hoops in the mail with WINS' report that it led the September-October Hooper Radio Audience Index with a 15.3 share of radio audience.

Don't keep talking • A "talk-stopper" promotion by WCAE Pittsburgh has turned into a "talk-starter" around town, according to WCAE. This is how it works: Once a disc jockey gets too talkative, he's cut off the air, a recorded voice demanding, "All right, all right." Station cites poll showing 54% of persons reporting as being able to identify the station with the gimmick. Initially, listeners were invited to pull the switch. Estimates were 10,000 calls from listeners in 10 days, according to WCAE.

Saving the game • When Penn State alumni plans for a closed-circuit telecast of the Penn State-Syracuse football game fell through, WCAU Philadelphia came to the rescue. Although the game was not carried locally on radio or tv, WCAU arranged to have a closed-circuit broadcast piped into two of its studios direct from Penn State on Saturday, Nov. 7. The station did this without charge as a service to the friends of the two colleges. Over 300 people packed the studios to hear the game.

'Bozo' bonanza • A 20-day contest for young viewers to draw their impressions of *Bozo the Clown* drew more than 20,000 entries at WPIX (TV) New York, which carries the Jayark Films' series on weekdays from 5 to 5:30 p.m. In addition to receiving special prizes, all winners were invited to WPIX studios to meet and watch the *Bozo* show and its live clown m.c., Bill Britten. WPIX started the program in September.

D.j's 'plug' classics! • WMCA New York schedules a program of classical music on Sunday nights called *Concert Hits* (11 p.m.-1 a.m. EST), featuring Barry Gray. The station has been promoting the show on disc jockey programs, featuring jazz and other non-classical music. For instance D.J. Scott Muni says: "The six d.j.'s here at WMCA sing with the hits for you all day and all night. But we have a new idea we think you'll dig too. The biggies from Classicsville . . . goodies like Beethoven's Fifth Symphony. Only hits . . . it's a get-together with the groovyiest from the Masters . . ."

News goes thru • The Herald Tribune Radio Network is rushing 50 copies of each morning's *New York Herald Tribune* to Boston for distribution to advertising agencies during the city's newspaper strike. The Bolling Co., representative of the network stations, is handling distribution. Herald Tribune stations are WVIP Mount Kisco, WVOX New Rochelle, WGHQ Saugerties and WFYI Mineola, all New York.

Equipping a Radio Station?

Type BQ-51A/BA-51A

RCA Magnetic Disc Recorder Is a Great New Tool for Broadcasters!

It makes possible fast recording and playback of commercials and announcements. Extremely simple to operate, it minimizes the skill required to produce a professional recording. Erasable magnetic discs have a long life, equal to or greater than tape, thus production costs can be reduced. Whatever your equipment requirements, SEE RCA FIRST!

Write for descriptive literature to RCA, Dept. AD-22, Building 15-1, Camden, N.J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Nov. 10 through Nov. 16. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

ABBREVIATIONS:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—Specified hours. *—educational. Ann.—Announced.

New Tv Stations

ACTIONS BY FCC

Farmington, N.M.—Farmington Bcstg. Co, Granted vhf ch. 12 (204-210 mc); ERP 31 kw vis., 15.5 kw aur.; ant. height above average terrain 386 ft., above ground 137 ft. Estimated construction cost $110,483, first year operating cost $125,000, revenue $175,000. P.O. address 407 W. Broadway, Farmington. Studio location Farmington. Trans. location San Juan County. Geographic coordinates 36° 46′ 45″ N. Lat., 108° 11′ 20″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Smith & Pepper, Washington, D.C. Consulting engineer Vandivere, Cohen & Wearn, Washington, D.C. Principals include **Hugh D. Landis** and **Cloyed O. Kendrick** 33.3%, **Farmington Community Television Inc.** 33.3%, **San Juan Bcstg. Co.** 16.6% and **Jack Hawkins** 16.6%. Mr. Hawkins has 66.6% interest in KVFC Cortez, Colo., 50% KIUN Pecos, Tex., 40% KVLF Alpine and KCMR McCarney, both Tex., and 25% KRIG Odena, Tex. Mr. Landis and Mr. Kendrick own KVBC Farmington, KICA Clovis, both N.M., and have interest in KRGV Weslaco, Tex. Farmington Community Tv owns local antenna system and San Juan Bcstg. is licensee of KIUP Durango, Colo. Ann. Nov. 17.

Iron Mountain, Mich.—Valley Telecasting Co. Granted vhf ch. 8 (180-186 mc); ERP 120 kw vis., 60.3 kw aur.; ant. height above average terrain 1312 ft., above ground 1107 ft. Estimated construction cost $324,582, first year operating cost $78,000, revenue $120,000. P.O. address Mason & Roosevelt Sts. Green Bay, Wis. Studio-trans. location Commonwealth, Wis. Geographic coordinates 45° 53′ 56″ N. Lat., 88° 14′ 35″ W. Long. Trans.-ant. RCA. Legal counsel McKenna & Wilkinson, Washington, D.C. Consulting engineer George P. Adair, Washington, D.C. Valley Telecasting is owned by Valley Communications Inc., Green Bay, and is licensee of WFRV Green Bay. Ann. Nov. 12.

APPLICATIONS

Wilmington, Del.—Metropolitan Bcstg. Corp., vhf ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 886 ft., above ground ft. 906. Estimated construction cost $2,051,500, first year operating cost $1,500,000 revenue $900,000. P.O. address 205 E. 67th St., N.Y. 21, N.Y. Studio location 810-818 N. French St., Wilmington. Trans. location Delsa Drive, 0.7 miles northwest of center of Clayton. Geographic coordinates 39° 40′ 04″ N. Lat., 75° 06′ 04″ W. Long. Trans. RCA TT-50AH, ant. RCA TF-12BH. Legal counsel Robert A. Dreyer, 205 E. 67th St., New York 21, N.Y. Consulting engineer Creutz, Steel and Waldschmitt, 1413 K St., N.W., Washington, D.C. Metropolitan Bcstg. Corp. is licensee of WNEW-AM-FM-TV New York, N.Y., WTTG (TV) Washington, D.C., and WHK-AM-FM Cleveland, Ohio. Ann. Nov. 13.

***Ogden, Utah—Weber County School District,** uhf ch. 18 (494-500 mc); ERP .460 kw vis., .230 kw aur.; ant. height above average terrain –850 ft., above ground ft. 112. Estimated construction cost $59,749, first year operating cost $16,700. P.O. address 1122 Washington Blvd., Ogden, Utah. Studio and trans. location 1122 Washington Blvd., Ogden. Geographic coordinates 41° 14′ 44″ N. Lat., 111° 58′ 07″ W. Long. Trans. GE TT-24-A, ant. GE TY-21-B. Ann. Nov. 13.

Existing Tv Stations

ACTION BY FCC

WHYZ-TV Duluth, Minn.—Is being advised that application to change trans. and main studio locations, increase ant. height and make equipment changes, indicates necessity of hearing. Ann. Nov. 12.

New Am Stations

ACTION BY FCC

Greenville, Mich.—Flat River Bcstg. Co. Granted 1380 kc, 500 w DA-D. P.O. address Breckenridge, Mich. Estimated construction cost $22,548, first year operating cost $40,000, revenue $60,000. Owners are **Earl N. Peterson** and **Pearle C. Lewis** (each 50%). Mr. Peterson is employed by Paul Brandt, licensee of WBFC Fremont and WCEN Mt. Pleasant, both Mich. Pearle Lewis is 50% owner of entertainment operation with Mr. Peterson. Ann. Nov. 12.

APPLICATIONS

New Port Richey, Fla.—Jasmin Properties Inc., 1400 kc, 250 w-D. P.O. address 122 W. Main St., New Port Richey, Fla. Estimated construction cost $13,875, first year operating cost $34,000, revenue $42,000. Applicants are **W.C. Tranter, Reginald Sims, R.C. Tranter** and **Sam Y. Allgood Jr.,** 25% each. Messrs. Tranter are in construction business; Mr. Sims is in real estate. Mr. Allgood Jr. is attorney. Ann. Nov. 13.

Ybor City, Fla.—Ybor City Bcstg. Inc., 1510 kc, 250 w-D. P.O. address Box 3168, Tampa, Fla. Estimated construction cost $19,651, first year operating cost $36,000, revenue $46,000. Principals include **Leon S. Cazin** and **Curtis Gimpel.** Mr. Cazin is movie projectionist. Mr. Gimpel is in office supply business. Ann. Nov. 13.

EDWIN TORNBERG & COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475

WASHINGTON
1625 Eye Street, N.W.
DIstrict 7-8531

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
FLeetwood 7-8447
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8320

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5881
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. Hickory 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W.,
Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-3208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
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Existing Am Stations

APPLICATIONS

WPAX Thomasville, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240kc). Ann. Nov. 13.

WGIL Galesburg, Ill.—Cp to increase daytime power from 250 w to 1 kw. (1400kc). Ann. Nov. 16.

WKOX Framingham, Mass.—Amendment to application for mod. of license (which requests to change from daytime to limited hours) to change from limited to specified hours: Local sunrise to: Jan., 5:30 p.m.-Feb., 6:15 p.m.; March, 6:45 p.m.-April, 7:15 p.m.; May, 7:45 p.m.-June, 8:15 p.m.; July, 8:15 p.m.-Aug. 7:45 p.m.; Sept. 6:45 p.m.-Oct., 6:00 p.m.; Nov. 5:30 p.m.-Dec. 5:15 p.m. (1190kc). Ann. Nov. 13.

WOAP Owosso, Mich.—Cp to increase power from 250 w to 1 kw and install new trans. (1080kc). Ann. Nov. 13.

WBCU Union, S.C.—Mod. of license to change hours of operation from specified hours to unl. (1480kc). Ann. Nov. 13.

KXLE Ellensburg, Wash.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240kc) Ann. Nov. 13.

WVOW Logan, W.Va.—Cp to change from employing DA-2 to DA-N and operate trans. by remote control. Daytime. (1290kc). Ann. Nov. 16.

New Fm Stations

ACTION BY FCC

Central Square, N.Y.—Central Square High School. Granted 89.3 mc, 1 kw. P.O. address Mr. Millard W. Hawk, Box 108 Constantia, N.Y. Estimated construction cost $2,750, first year operating cost $1,500. Ann. Nov. 12.

APPLICATIONS

Osceola, Ark.—Osceola Bcstg. Corp., 97.1 mc 1 kw. P.O. address Box 311, Osceola, Ark. Estimated construction cost $8,822, first year operating cost $4,200, revenue $6,000. Principal applicant is **H.F. Ohlendorf** who is in real estate and farming. Ann. Nov. 13.

Elmwood Park, Ill.—Edward Krupkowski, 105.9 mc 32 kw. P.O. address 4622 S. Whipple St., Chicago 22, Ill. First year operating cost $18,000, revenue $30,000. Applicant is owner of WXFM Elmwood Park. Ann. Nov. 13.

Park Forest, Ill.—Edward L. Waterman, 105.5 mc, 1 kw. P.O. address 77 Monee Rd., Park Forest, Ill. Estimated construction cost $14,650, first year operating cost $26,000, revenue $30,000. Applicant is in real estate. Ann. Nov. 13.

Minneapolis, Minn.—Plains Radio Bcstg. Co., 100.3 mc. 8.88 kw. P.O. address Amarillo, Tex. Estimated construction cost $31,332, first year operating cost $36,000, revenue $45,000. **Globe-News Publishing Inc.** of Amarillo, Tex. is 81% owner of Plains Radio Bcstg. Co., licensee of KGNC-AM-FM Amarillo and KFYO Lubbock. Globe-News is licensee of KGNC-TV Amarillo. Ann. Nov. 13.

Charlotte, N.C.—Charlotte Bcstrs. Inc., 104.7 mc, kc, 1 kw. P.O. address 121 W. 7th St. Charlotte, N.C. Estimated construction cost $14,080, first year operating cost $13,000, revenue $18,000. Principals include **James Ray Marks Jr.** 14%, **Bailey W. Hobgood** 7% and others. Mr. Marks Jr. is in construction business. Mr. Hobgood is former program director of WBT Charlotte. Ann. Nov. 13.

Seattle Wash.—Seattle Bcstg. Co., 94.1 mc 5.84 kw. P.O. address 1100 W. Florida St., Seattle, Wash. Estimated construction cost $12,767, first year operating cost $1,500. Seattle Bcstg. Co. is licensee of KOL Seattle. Applicant station will duplicate am programming. Ann. Nov. 13.

Ownership Changes

ACTIONS BY FCC

WWCO Waterbury, Conn. — Granted relinquishment of positive control by **Herbert Bloomberg** through issuance of stock to **Murray Grossman** and **Herbert A. Saxe,** each to pay $10,000 for 16⅔% interest. Ann. Nov. 12.

WDVM Pocomoke City, Md.—Granted assignment of license from **G. Russell Chambers** to **Ernest Tannen;** consideration $120,000 with option to purchase station land for $2,500. Ann. Nov. 12.

WBRB Mount Clemens, Mich. — Granted assignment of license and cp to **Wright & Maltz Inc.** (WTTF Tiffin, Ohio); consideration $147,699. Ann. Nov. 12.

WGIR Manchester, N.H.—Is being advised that application to assign license to **Knight Radio Inc.,** indicates necessity of hearing. Ann. Nov. 12.

WLLY Richmond, Va. — Granted assignment of license to **Radio Richmond Inc.** (WROV Roanoke); consideration $105,000, and agreement that **Louis Adelman,** principal owner of assignor, will not compete in radio business for 5 years within 50 miles of Richmond for $50,000. Ann. Nov. 12.

APPLICATIONS

KLYR Clarksville, Ark. — Seeks assignment of license of **Clarksville Radio Bcstrs.** from **Reece Adkison** 25% and **Roy Forrester** 75% to **Roy Forrester** sole owner for $7,500. Ann. Nov. 13.

KBLF Red Bluff, Calif.—Seeks transfer of control from **Victor Industries Corp.** and **Clay McGowan** 25% to **Victor Corp.** Principals are **Victor Muscat** 37½%, **Dr. Sydney E. Lipsky** 50% and **Clay McGowan** 12½%. Dr. Lipsky is vice president of Reddi-Wip Co. Mr. Muscat is in aluminum container business. Mr. McGowan is general manager of Victor Industries Corp., manufacturers of metal tubing. Ann. Nov. 13.

KBMS Los Angeles, Calif.—Seeks transfer of negative control of **Planned Music Inc.** from **Elias Schwartz** and **William Scott** 45% each and **Robert Gibson** 10% to Messrs. Schwartz and Scott equal partners. Ann. Nov. 13.

WROD Daytona Beach, Fla.—Seeks transfer of control of **Radio of Daytona Inc.** from **Eugene D. Hill** to **Mining Journal Company Ltd.** for $8,500. Radio of Daytona Inc. owns Daytona Beach Bcstg. Inc., licensee of WROD. Control will be exercised by transferees through control of Radio of Daytona Inc. Mining Journal Publishing Ltd. has interests in WLUC (TV) and WDMJ Marquette, WIRN (TV) Ironwood and WMIQ Iron Mountain, all Michigan. President and principal owner is Frank J. Russell. Ann. Nov. 13.

WBBT Lyons, Ga.—Seeks assignment of license from **Twin-City Bcstg. Inc.** to **Collins Corp. of Georgia** for $45,000 plus agreement not to compete for 4½ years. Principal applicant is **F.K. Graham** 53.7%. Collins Corp. is licensee of WBRO Waynesboro, Ga. Ann. Nov. 16.

WOC - AM - FM Davenport, Iowa — Seeks transfer of control from **Tri-City Bcstg. Co.** to **Central Bcstg. Co.** for exchange of stock. **B.J.** and **D.D. Palmer** are equal owners of Tri-City. D.D. Palmer owns 60.3% of Central and B.J. Palmer 9.6% plus 16% of outstanding stock owned by Messrs. Palmer as trustees. Messrs. Palmer will exchange all stock of Tri-City for stock of Central, thus making Tri-City wholly owned subsidiary. Central Bcstg. Co. is licensee of WHO-AM-FM-TV Des Moines. Ann. Nov. 16.

WOC-TV Davenport, Iowa—Seeks assignment of cp license from Central Bcstg. Co. to Tri-City Bcstg. Co. for transfer of stock. **B.J. and D.D. Palmer** are equal owners of Tri-City. D.D. Palmer owns 60.3% of Central and B.J. Palmer 9.6%, plus 16% of outstanding stock owned by Messrs. Palmer as trustees. Messrs. Palmer will exchange all Tri-City stock for Central, thus making Tri-City a wholly owned subsidiary of Central. Central Bcstg. Co. is licensee of WHO-AM-FM-TV Des Moines. Ann. Nov. 13.

WNOE New Orleans, La.—Seeks transfer of control from **James A. Noe** to **WNOE Inc.** Change to corporation, no financial consideration or ownership changes involved. Ann. Nov. 13.

WZKY Albemarle, N.C.—Seeks assignment of license from **Stanly County Bcstg. Inc.** to **WZKY Inc.** for $70,000. Principal applicant is Concord Kannapolis Bcstg. Co., Belmont, N.C., licensee of WEGO Concord and 25% owner of WPCC Clinton, both South Carolina. Central Bcstg. Co. owns 51% of Concord Kannapolis and operates WCGC Belmont, N.C. Ann. Nov. 13.

WTTF Tiffin, Ohio—Seeks assignment of license from **Malrite Bcstg. Co.** to **WTTF Inc.** Change from partnership to corporation. No ownership changes involved. Ann. Nov. 13.

KFJI Klamath Falls, Ore.—Seeks assignment of license from **KFJI Bcstrs.** to **Gibson Radio Inc.** Dissolve into parent corporation. No ownership change involved. Ann. Nov. 16.

KBOY-AM-FM Medford, Ore.—Seeks assignment of license from **Clarence E. Wilson** to **KBOY Bcstrs.** for $200,000 plus agreement not to compete for 6 years. Applicants are **Isabel M.** 60% and **Kenneth R. Card** 40%, who have no other broadcast interests. Ann. Nov. 13.

WLSC Loris, S.C.—Seeks assignment of license from **Loris Bcstg. Co.** to **Pee Dee Bcstg. Co.** for $45,000. Principals are **James Harpring** 51% and **Joel E. Cole** and **Walter Molic** 24½% each, all of whom are interest holders in WATP Marion, S.C. Ann. Nov. 16.

WCLG Morgantown, W.Va.—Seeks assignment of license from **Morgantown Bcstg. Co.** to **William S. Freed** for $67,000. Mr. Freed is in real estate business. Ann. Nov. 13.

WMRW Merrill, Wis.—Seeks assignment of cp from **Ladon Bcstg. Corp.** to **Thunder-Bird Bcstg. Inc.** for $5,600. Principals are **Eugene A. Halker, Kenneth R. Peterson** and **Richard F. Wartman,** 20.8% each and others. Mr. Halker is general manager of WATW Ashland, Wis. Mr. Peterson is salesman. Mr. Wartman is lawyer. Ann. Nov. 16.

KBUY Amarillo, Tex.—Seeks assignment of cp from **KAMQ Bcstrs. Ltd.** to **Amarillo Bcstrs. Ltd.** Change corporation name; no ownership changes involved. Ann. Nov. 13.

KVIC Victoria, Tex.—Seeks transfer of control of **KVIC Bcstg. Inc.** from **J.G. Long** 50%, **Paul H. Kimberlin** 20% and others, to **J.G. Long** 55.5%, **Paul H. Kimberlin** 22.2% and others, for $9,800 paid to **Bryan Powell** for his 10%. Ann. Nov. 13.

KKOG Ogden, Utah—Seeks assignment of license from **KOPP Inc.** to **Downbeat Bcstg. Associates** for $10,000 plus payment of notes totalling $51,500. Applicants are **George I. Norman** and **Robert Sherman** 50% each. Mr. Sherman is 50% owner of KHOE Truckee, Calif. Mr. Norman is general manager of KURL Billings, Mont., and KCHY Cheyenne, Wyo. Ann. Nov. 16.

Hearing Cases

Final Decisions

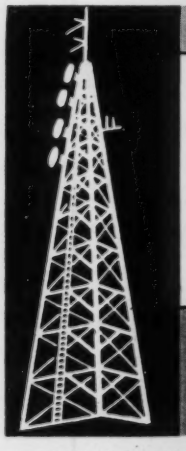
By memorandum opinion and order, Commission, on petition by applicant, removed from consolidated hearing and granted application of **Flat River Bcstg. Co.** for new am station to operate on 1380 kc, 500 w DA-D, in Greenville, Mich. effective immediately; dismissed as moot that portion of petition requesting similar action on application of Grand Haven Bcstg. Co. to increase hours of operation of WGHN Grand Haven, Mich., from day to unl. time (later dismissed). Ann. Nov. 12.

By Order, Commission made effective immediatly Sept. 28, initial decision and (1) granted application of Farmington Bcstg. Co. for new tv station to operate on ch. 12 in Farmington, N.M., and (2) dismissed mutually exclusive application of Four Corners Bcstg. Co. Ann. Nov. 16.

INITIAL DECISIONS

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of **Carnegie Bcstg. Co.** for new am station to operate on 1590 kc 1 kw D, in Carnegie, Pa., and denying mutually exclusive application of Jeannette Bcstg. Co. for similar facilities with 500 w. in Jeannette, Pa. Ann. Nov. 12.

Hearing Examiner H. Gifford Irion issued initial decision looking toward dismissing protest of Wichtex Radio and Television Co.



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(KFDX-TV ch. 3), Wichita Falls, Tex., and affirming Commission's July 29, grant of application of Oklahoma Quality Bcstg. Co. to change trans. location of station KSWO-TV (ch. 7), Lawton, Okla., from about 4 miles east of Lawton and 49 miles northeast of Wichita Falls to about 32 miles from Lawton and 24 miles from Wichita Falls, increase ERP to 25 dbk (316 kw) vis. and 32 dbk (158 kw) aur., change type ant. and trans. and make other equipment changes, with ant. height 1,050 ft. Ann. Nov. 17.

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Russell G. Salter for new am station to operate on 1580 kc 250 w DA-D, in Aurora, Ill. Ann. Nov. 17.

OTHER ACTIONS

By memorandum opinion and order Commission dismissed petition by Arizona Bcstg. Co. (KVOA-TV ch. 4) and Old Pueblo Bcstg. Co. (KOLD-TV ch. 13), both Tucson, Ariz., for reconsideration of Commission grant on Sept. 16 of renewal of license of Tucson Television Inc. (KGUN-TV ch. 9), also Tucson. Ann. Nov. 12.

James J. Williams, Williamsburg, Va.; Charles E. Springer, Highland Springs, Va.—Designated for consolidated hearing applications for new am stations to operate on 1450 kc, 250 w, unl.; made WLPM Suffolk, Va., party to proceeding. Ann. Nov. 12.

Commission invites comments to notice of proposed rulemaking looking toward deleting vhf ch. 6 from New Bedford, Mass. It appears that, because of objections posed in interests of national defense, there is no prospect of locating ch. 6 trans. within only area — on Martha's Vineyard — in which it would comply with mileage separation requirements of Sec. 3.610 of rules while providing requisite principal city signal to New Bedford. Comparative hearing on 4 mutually exclusive applications for this channel in New Bedford had been postponed owing to difficulties experienced by parties in obtaining acceptable trans. sites. Deletion of channel from New Bedford will open way to such further steps as Commission may find appropriate to take in future looking toward other potential uses for ch. 6 in that general area. Comr. Bartley dissented. Ann. Nov. 12.

By memorandum opinion and order, Commission (1) denied appeal by KTAG Associates (KTAG-TV) Lake Charles, La., from hearing examiner's refusal to admit evidence in Lake Charles-Lafayette, La., ch. 3 comparative hearing, directed toward issue as to whether KTAG would place principal city signal over entire community of Lake Charles, and (2) on own motion, afforded KTAG opportunity to resubmit that evidence and, in event it elects to resubmit, ordered that examiner shall determine admissibility thereof in manner not inconsistent with instant memorandum opinion. Ann. Nov. 12.

By memorandum opinion and order, Commission denied petition by The Dodge City Bcstg. Inc., seeking (1) reversal of chief hearing examiner's ruling permitting Seward County Bcstg. Co. (KSCB) Liberal, Kan., to intervene in hearing on Dodge's application for new am station in Liberal, or in alternative (2) consolidation in hearing with Dodge application of KSCB to increase hours of operation from day to unlimited time. Ann. Nov. 12.

By memorandum opinion and order, Commission granted motion by Island Teleradio Service Inc., to extent of amending issue 2 in proceeding on its application for new am station in Charlotte Amalie, St. Thomas, V.I., and that of WPRA Inc. (WPRA) Guaynabo, P.R. Ann. Nov. 12.

By memorandum opinion and order, Commission denied petition by WPGC Inc., for reconsideration of hearing order and grant of application to change location of WPGC from Morningside, Md., to Washington, D.C. Ann. Nov. 12.

Postponed oral argument from Nov. 19 to Dec. 3 in following proceeding:

Am applications of The Circle Corp. (WKIZ), Kalamazoo, Kalamazoo Bcstg. Co., Kalamazoo, and Dowagiac Bcstg. Co., Dowagiac, all Michigan. Ann. Nov. 13.

Routine Roundup

ACTIONS ON MOTIONS BY FCC

Commission on Nov. 13 granted, in part, petition by Brazos Bcstg. Co. and extended time to Nov. 24 to file reply comments in Corpus Christi, Tex., tv rulemaking proceeding. Ann. Nov. 17.

By Commissioner Robert T. Bartley

Granted petition by WHDH Inc. for extension of time to Nov. 23 to file replies to exceptions in Boston, Mass. ch. 5 tv remand proceeding. Action Nov. 13.

BY BROADCAST BUREAU

By Chief Hearing Examiner James D. Cunningham

Granted in part request by Donald W. Huff to extent of extending time to Nov. 23 to file proposed findings in proceeding on his application and that of Equitable Publishing Co. for new am stations in Lansdale, Pa., but denied extension of time for filing replies. Action Nov. 13.

Denied petition by Rossmoyne Corp. (WCMB) Harrisburg, Pa., to intervene with reference to application of Keystone Bcstg. Corp. (WKBO) Harrisburg, Pa., in consolidated am proceedings. Action Nov. 12.

Denied petition by WBEN Inc. (WBEN) Buffalo, N.Y., to intervene in proceeding on application of Martin Karig for new am station in Johnstown, N.Y. Action Nov. 12.

On own motion, continued without date hearing previously set for Dec. 21 in proceeding on am applications of Frank A. Taylor, Haines City, Fla., et al. Action Nov. 12.

By Hearing Examiner Thomas H. Donahue

Granted joint motion by Upland Bcstg. Co., Upland, Calif., and Robert Burdette & Associates Inc., West Covina, Calif., for extension of time to Dec. 1 for filing proposed findings and to Dec. 10 for replies in am proceeding. Action Nov. 13.

By Hearing Examiner Charles J. Frederick

Upon information officially received that hearing may be obviated, continued without date hearing on application of Madison Bcstrs. for new am station in Madison, S.D. Action Nov. 13.

By Hearing Examiner Millard F. French

Granted request by applicant for extension of time from Nov. 17 to Nov. 20 to file proposed findings and from Nov. 24 to Nov. 27 to file replies in proceeding on am application of Fayetteville Bcstg. Inc. (KHOG Fayetteville, Ark.). Action Nov. 13.

Following prehearing conference, scheduled procedural dates and ordered hearing on Feb. 15, 1960, in proceeding on applications of Suburban Bcstg. Inc., Mount Kisco, N.Y., and Camden Bcstg. Co., Newark, N.J., for new fm stations.

By Hearing Examiner Annie Neal Huntting

Granted motion by Roger S. Underhill (WIOS), Tawas-East Tawas, Mich., for continuance of hearing from Nov. 17 to Dec. 17 on am application of WMAX Inc. (WMAX), Grand Rapids, Mich. Action Nov. 13.

Granted request by Hess-Hawkins Co. for continuance of hearing from Nov. 16 to Nov. 18 on its application for new am station in East St. Louis, Ill. Action Nov. 12.

By Hearing Examiner H. Gifford Irion

Continued prehearing conference from Nov. 16 to Nov. 19 in proceeding on am applications of Howell B. Phillips, Williamsburg, Ky., and WMCV Inc., Tompkinsville, Ky. Action Nov. 13.

By Hearing Examiner Jay A. Kyle

On own motion, continued without date hearing previously set for Dec. 16 on application of Martin Karig for new am station in Johnstown, N.Y. Action Nov. 12.

By Hearing Examiner Forest L. McClenning

On own motion, continued from Dec. 9 to Dec. 16 proceeding on am applications of Beacon Bcstg. System Inc., Grafton-Cedarburg, Wis., et al. Action Nov. 12.

Ordered further hearing on Dec. 9 in Perrine-South Miami, Fla., tv ch. 6 comparative proceeding. Action Nov. 12.

By Hearing Examiner Elizabeth C. Smith

Granted motion for acceptance of amendment to reflect change of name from Ethel Woodward Williams, Jack Williams Jr., Heyward Burnet and J. Mack Barnes as executors of last will and testament of Jack Williams, deceased, to Radio Station WAYX Inc., and make other changes, in proceeding on its application for increase of power of WAYX Waycross, Ga. Action Nov. 12.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of November 13

KUBO San Antonio, Tex. — Granted license covering changes in facilities, ant.-trans. location, installation of DA-D and new trans. and changes in ground system.

KDWB St. Paul, Minn.—Granted mod. of license to change name to KDWB Bcstg. Corp.

Continued on page 122

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North Carolina small market daytime station has excellent opportunity for experienced manager with sales ability. Desire civic minded, dependable, sober man who can operate profitably with small staff. Good base salary plus commission. All replies kept confidential. Box 335R, BROADCASTING.

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Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesmen. Top station Washington, D.C. market. Box 867P, BROADCASTING.

Salesman-announcer. Expanding group of stations in mid-south has two positions open at newly acquired station. Salary plus unlimited commission with protected account list. Opportunity for rapid advancement to managerial position. Medium markets. Please send full details. Box 315R, BROADCASTING.

Washington—Good earnings, ideal living and working conditions, excellent advancement opportunities with leading station, non-met market. Excellent personal, professional reputation required. Box 342R, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Five kw needs experienced sales manager. Growing community. Well established station. Excellent income for good producer. Write Manager, WEAV, Plattsburgh, N.Y.

Sales-Announcer independent fm station to begin broadcasting soon. WFMM, 44 West Biddle Street, Baltimore 1, Maryland.

Young man willing to work number one station. Good list to work from. Future for right man. Write Station Manager at WTAC, Box 929, Flint, Michigan.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Female . . . Top announcer for top market. Minimum 3 years experience. Send tape, photo and resume. Box 252R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Miami station serving large south Florida area is seeking audition tapes from qualified, experienced disc jockeys. Warm personality and proven success are requisites. Send tape and resume to Box 266R, BROADCASTING.

Top rated Texas indie needs experienced, mature, well-rounded announcer. Excellent salary and fringe benefits plus chance for advancement with our major market stations. Send full details and audition first letter. All replies confidential. Box 268R, BROADCASTING.

Morning — Kentucky. Outstanding morning personality required in attractive location. Past experience and news delivery important. Send personal history, references and past earnings. No tapes. Excellent pay for right man. Box 293R, BROADCASTING.

Sportscaster—news director. Important sports position college football and basketball in attractive medium-sized city. Must be experienced. Send resume and earnings. No tapes. Box 299R, BROADCASTING.

Wanted immediately by top-notch (Ohio) formula radio station. Disc jockey, news man, or copywriter. Must have 1st class license. Rush tape, photograph, complete resume, with first letter. Either category must have 1st class license. No others need reply. Box 328R, BROADCASTING.

Experienced disc jockies and newsmen. Opening immediately. Men selected must be experienced, must be good. Wonderful opportunity. Send complete information plus air check. Box 362R, BROADCASTING.

If you're 30 or so, have several years solid commercial radio background, including news gathering and writing experience, here's your opportunity: combination deejay and newsman on evening shift till 10:30 p.m. at northeastern Illinois kilowatt. Format station emphasizing local news, sports and adult music—standard and pop tunes with strong melody. No top 40, no rock'n' roll, no country and western, no rhythm and blues. Personal interview required. Free life, hospital, medical insurance, sick pay bonus, pension plan. List age, education, family status, references, experience in detail. Box 369R, BROADCASTING.

Experienced midwest announcer with flair and interest in programming and production spots for Chicago area station. 1st phone could help. Full particulars please. Box 377R, BROADCASTING.

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Opportunity for married staff announcer. Send resume. Network station. KFRO, Longview, Texas.

Opening for qualified staff announcer, preferably from the southwest. Complete details should include picture, tape, minimum salary. Manager, KSWS, Roswell, New Mexico.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Smooth morning man, strong on news, with 3rd class ticket for live-wire 1000 watter. Send tape, photo and resume in first letter to WDDY, Gloucester, Virginia.

Immediate opening experienced announcer. WEAV, Plattsburgh, New York.

Straight staff announcer for network station. Some experience preferred. WLDB, Atlantic City, N.J.

Help Wanted—(Cont'd)

Announcers

Immediately, experienced announcer, adult programming. Call, WNAE, Warren, Pennsylvania.

AM-TV versatile staff man needed by January 1st; knowledge of and ability with standard music essential; good radio board operation required; capable of morning shift possibility; no news. An addition to our staff—not a replacement. Address complete resume, snapshot, requirements and air check (commercials and music programming) to Program Director, WOC-AM-FM-TV, Davenport, Iowa.

Modern 5000w directional am seeks top combo man for pleasant, fast moving operation. Security, good wages. For full details, write with resume, WSMN, Nashua, New Hampshire.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Announcers: Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Experienced-50,000 watt radio-on camera television. News director, versatile dj, tv weather, special events, play-by-play, continuity, etcetera. Excellent voice, creative, dependable. congenial. Major market permanency, only. Weekly minimum $125.00. Dick Landfield 5053 N. Troy, Chicago, Illinois. Keystone 9-5936.

Do you want bigger ratings, greater success, more money? Have them all! Develop your natural talent and imagination at writing clever, funny quips and chatter. Get this "Method Package"—only $5.95. Methods, P.O. Box 1, Elkhart, Indiana.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? See New York School of Announcing display ad in Help Wanted column.

Technical

February 1st opening for combination engineer and announcer. Daytimer in northern New York. Box 132R, BROADCASTING.

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Settle down? December 1 opening for chief. 5 kw directional, medium sized midwest market. New gear. Permanent position for right man. Full details to Box 286R, BROADCASTING.

Recording technician-disc cutter. Live in Florida. Music knowledge helpful. Maintain equipment. Send full particulars first letter. Reply Box 346R, BROADCASTING.

Well established am-fm station in midwest market looking for chief engineer plus regular engineer. Chief must have solid knowledge of maintenance, plus working knowledge of multiplexing. Both positions open in near future. All replies confidential. Reference preferred. Reply Box 352R, BROADCASTING.

Wanted: Engineer-announcer, first class ticket, 80% air work, 20% maintenance. 1 kw daytimer, Gates equipment. Salary negotiable. Opening December 1. Call, write Jerry Fitch, KGLN, Glenwood Spring, Colorado. WH 5-6501.

Experienced engineer for studio maintenance. Must be familiar with DuMont equipment. Will send right man to Ampex Videotape school. Contact Chief Engineer, KOOL-TV, Phoenix, Arizona.

Help Wanted—(Cont'd)

Technical

Chief engineer for 1 kw station using three tower directional and remote control. Experience with phasing, check measurements and audio equipment maintenance essential. Write Manager listing training and experience. KSDN—Radio, Aberdeen, South Dakota.

5 kw fulltime DA-N midwest city 100,000 needs chief engineer. Contact KRES, St. Joseph, Missouri.

Immediate opening for engineer with first phone ticket. Experience not necessary. Interview required. Contact Tom Cavanagh, WCHV, Charlottesville, Virginia.

Our engineer drafted—need chief engineer that can announce. 35 miles from gulf coast. Good pay with benefits. Send tape and resume. WRJW, 500 watts. Picayune, Miss.

Wanted: Transmitter engineer, first class license, no announcing. Insurance and vacation benefits. Apply George E. Crocker, Chief Engineer, KSDN, Aberdeen, South Dakota.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Private secretary and girl Friday. Large metropolitan station. $80-$100 weekly. Box 866P, BROADCASTING.

Traffic director, large metropolitan station. Excellent pay. Box 868P, BROADCASTING.

Copywriter. Midwest metropolitan market. Give complete resume, references. Box 246R, BROADCASTING.

Program director, thorough musical background, specialty program production, adept with interviews, community public relations, mature judgment. Highly rated, stable kilowatt operation. Top salary. Complete resume and references required. Box 351R, BROADCASTING.

News announcer and director for large radio-tv in Wyoming. Good working and living conditions in growth area. Send tape and information to: Bob Berger, KTWO AM-TV, Casper, Wyoming.

Production director with first class ticket to supervise program operations at new prestige fm station in beautiful Fort Lauderdale. Good announcing voice essential. Future unlimited for right man. Rush full particulars and references to WFLM, 611 Sweet Bldg., Fort Lauderdale, Florida.

Production man wanted. Write and produce commercials for modern format, announce on taped spots, read news. Send tape and copy samples. WIRK, West Palm Beach, Florida.

Wanted, copy and production experience. Good pay with extras. Send all particulars Bill Lipman, WLIP, Kenosha, Wisconsin.

RADIO

Situations Wanted—Management

Available. Top manager for top ownership. Experienced all phases. Outstanding sales. Creative. Civic leader. Absolute loyality to employer. Write Box 263R, BROADCASTING.

Manager—3½ years one station. 8½ years all phases. Employed. Box 329R, BROADCASTING.

Attention Florida stations—Ten years successful radio and television sales and management. 34, college. Available for sun and good proposition. Write Box 336R, BROADCASTING.

California opportunity wanted. Am young, honest, hardworking. Have 8 years radio and tv management and sales. Desire opportunity in the Golden West. Box 337R, BROADCASTING.

General manager/sales manager 17 years in radio. Strong on sales. Local, retail, regional. Saturation plans, package deals. Modern programming. Thorough knowledge all phases. Highest industry references. Box 343R, BROADCASTING.

Situations Wanted—(Cont'd)

Management

A hard hitting team, general manager and commercial manager, is seeking a station owner who appreciates hard work, creative sales, psychological programming and increased profits. Experienced in top market radio. Proven results. Outstanding references. Available in forty days. Box 365R, BROADCASTING.

In radio management over six years, same employer, personal local sales topped fifteen thousand month. Personal regional, national sales topped fifteen week, when traveling. Although unnecessary, would consider change for more money, if, future guaranteed. Married, have family. If interested write Box 988, Birmingham 1, Alabama.

Sales

Successful radio time salesman desires change. 8 years experience. Top references. Box 341R, BROADCASTING.

Salesman, 28, two years experience radio sales, copy, news; journ grad, wants job at good station. No rate cutters. Box 345R, BROADCASTING.

Experienced salesman-announcer. Kenny Lee Strick, WMNS, Olean, New York.

Announcers

Versatile, experienced, young radio man. Employed, desire larger market. No top-40, hillibilly, or r-r/r-b. Minimum $100. Box 254R, BROADCASTING.

5 years experience doing mature, clever music show, with bright, happy sound, successful with adult audience. Now seeking station with progressive management and middle music policy. Currently morning man. ("It's almost a pleasure to get up.") Oh yes, sports play-by-play. Tasty package! Sample? Box 306R BROADCASTING.

Woman's program or record show. Gal with nice style. Anywhere. Box 316R, BROADCASTING.

Now pd, one station market. Voice that sells, knows music, proven imagination. Want better music, all night, jazz, or classic. Box 320R, BROADCASTING.

Sports and special events broadcaster, experienced both radio and television fields and featured as play-by-play announcer for football, basketball and baseball in major league city, wishes to make change. Can also handle direction and production. Box 326R, BROADCASTING.

If price is right, you can hire "The Voice in the Night." Box 333R, BROADCASTING.

Negro announcer—dj, ½ year experience, family man, veteran, tape resume. Will relocate. Box 334R, BROADCASTING.

Announcers, with ambition, some talent, will travel. Box 338R, BROADCASTING.

Experienced negro personality dj-top-midwest ratings proven reputation for results. Married, dependable, relocate anywhere. Box 357R, BROADCASTING.

36, single. Wants fifth shot at south. Seventy bucks start. Box 364R, BROADCASTING.

Beginner, New York University trained (CBS) method. No tapes, travel, salary open. Box 375R, BROADCASTING.

Zeke Clements, country dj available. Phone, CA-nal 86847, 1223 Pennock Ave., Nashville, Tenn.

Top west coast jock with big moving sound available for major market that desires to increase its rating. Young, bright, college, personable, works well with others. Many fresh ideas for top 40 or middle-of-the-road station. Good voice that swings without screaming. Confident, but not cocky. Experience includes pd and newsman. Some contract necessary. Tape, resume and picture at request. Reply 4555 Carpenter Avenue, N. Hollywood, California.

Deejays, program directors, manager, sportscasters, engineers all available. Confidential. Prompt service. Contact Disk Jockey Placement Center, 100 West 42nd St., New York City.

Situations Wanted—(Cont'd)

Announcers

Newsman-announcer. Mature, dependable, experienced newsman, graduate of Columbia University Journalism, promotion experience. Available soon. National Academy of Broadcasting, 3338 16th St., N.W., Washington, D.C. DEcatur 2-5580.

Technical

Have first phone, will travel. 15 months at 5 kw. Would like western locale. Resume, tape upon request. Box 322R, BROADCASTING.

Experienced engineer. No announcing. Available immediately. Radio or tv. Box 344R, BROADCASTING.

Rocky Mountain area: 1st phone, light announcing, maintenance. No auto. Box 347R, BROADCASTING.

Need a T.D. director, engineer in your control room? 1st phone and 2 years experience seeking permanent position. Married, vet, 23. Box 348R, BROADCASTING.

First phone, 10 years experience, in tv. Would like southwest. Prefer Texas. Box 366R, BROADCASTING.

8 years experience all phases am-fm. Married, child, sober. Some announcing. Presently employed as chief. Box 370R, BROADCASTING.

Chief engineer 20 years experience am-fm directionals. Best references, permanent. Bill Alford, P.O. Box 902, Lakeland, Florida.

Experienced radio-television engineer desires chief position. Prefer south central states. W. B. Moore, 812 Manning, Lawton, Oklahoma. Phone ELgin 5-2891.

Production-Programming, Others

Outstanding Los Angeles dj will program your station. All replies answered. Box 283R, BROADCASTING.

Program director, mature, experienced, flexible, desires connection with established, reliable station. Prefer adult appeal. Married, family. Available 2 weeks. Write Box 318R, BROADCASTING.

Copy director of 5 kw station seeks slot in progressive, growing station. Specialized in successful mail pulls, imaginative copy and promotion. Box 374R, BROADCASTING.

TELEVISION

Help Wanted—Sales

Young, aggressive television salesman needed immediately. Must have proven background. Position offers future with unlimited earnings. Apply only if you are not afraid to work and enjoy living in small community. We are a new station affiliated with CBS. Address all correspondence to Sales Manager, KBLR Radio-TV, Goodland, Kansas.

Salesman-announcer for excellent television opportunity. Sell, announce show. Radio or tv experience. Rush resume and photo to: Tony James, Disk Jockey Placement Center, 100 West 42nd St., New York City.

Announcers

Versatile staff announcer with experience for major midwest network affiliate in aggressive three-station market. If you're a man with talent, this position offers you top opportunity to make a name for yourself. Send resume, photo and tape to Box 361R, BROADCASTING.

Technical

Florida tv station needs experienced studio engineer. Give age, resume of experience and recent snapshot in first letter. Must have first class license. Reply Box 331R, BROADCASTING.

Major midwest market—assistant chief engineer with excellent advancement opportunities. Fully equipped progressive station needs highly qualified man to do both technical and administrative work. Confidential nature of all replies will be fully respected. Box 354R, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Wanted: TV operation man, first phone. Job includes production, directing duties transmitter and film. Permanent, full time. Good opportunity in all phases of tv. KAUS-KMMT-TV, Austin, Minnesota.

Transmitter engineer needed for newly installed RCA 25 kw transmitter. Position now open. Contact Chief Engineer, KCSJ-TV, Pueblo, Colorado.

Opportunity for permanent, dependable transmitter engineer. Must have tv experience or excellent radio background. Manager, KSWS-TV, Roswell, New Mexico.

Engineer 1st class. Small vhf. Good working and living conditions in Wyoming number one market. Contact Marion Cunningham, KTWO-TV, Casper, Wyoming.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Regional tv station needs experienced newsman, qualified in movie and still work, air work and processing. Send all information first letter. Box 288R, BROADCASTING.

Florida tv station needs experienced tv director. Must be good idea man like to work hard and do own switching. Give age, resume of experience and recent snapshot in first letter, also expected salary. Reply Box 332R, BROADCASTING.

Interest in personnel experienced in film department operations. Send complete resume, recent photo and salary requirements to Herb Buck, Program Director, WCTV Television, Tallahassee, Florida.

TELEVISION

Situations Wanted—Sales

Successful salesman with 15 years tv and radio experience in both major and small markets as salesman, commercial manager and manager would like permanent connection with responsible operation. Happily married, sober, conscientious and capable. Box 360R, BROADCASTING.

Announcers

See radio ad. Dick Landfield.

Situations Wanted—(Cont'd)

Announcers

Television personality. MC, dance host, radio dj, children's character, excellent on-camera commercials. Ten years experience. Employed major market. Family, college degree. Box 175R, BROADCASTING.

Strong, on-camera newsman of thirty with distinctive style, voice, appearance and ten years experience can move by January 1. Currently employed. Write Box 253R, BROADCASTING.

Wanted, western tv station to support wife and two children: Exchange for services of talented, versatile, experienced announcer. Tape on request. Box 356R, BROADCASTING.

Merry Xmas! Our gift to you, tv announcers two! Talent too! Currently in major Texas market-strictly pro-single-vets-radio-tv. Degree—good background all phases, have talent, will travel—resumes, tapes, on request. Box 368R, BROADCASTING.

Technical

12 years experience, am-fm-tv planning, construction, maintenance, operation, studio, transmitter, 4 years supervisory, 4 years chief, 35 years old. Box 196R, BROADCASTING.

Experienced, uhf, new station installations, remotes, microwave, maintenance. 1st phone. Looking for advancement. Available January 1st. Interesting resume upon request. Box 323R, BROADCASTING.

Can offer eleven years of tv maintenance, construction and administration to a medium market station in need of good technical supervision. Box 339R, BROADCASTING.

Engineer, transmitter, studio; 1st phone. Prefer northeast or midwest. John Wilkey, 95 Hoe Avenue, Bronx 59, N.Y. WY 1-6753.

Production-Programming, Others

TV newsman-photographer, large market experience can give your news department a boost. Excellent background. Top references. Real bird dog on news stories. Fully capable of organizing news department or as news director smaller market. Married. Settled down. Must be permanent. This is your chance. Don't pass it up. Box 317R, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Desire position in tv sales, news or programming. Journalism degree. Six years newspaper experience in advertising, editorial, photo, and managerial capacities. Two years radio in college. Much college theatre production, direction experience. Personable, mature, fluent, enthusiastic, imaginative. Age 29, family, veteran. Box 324R, BROADCASTING.

Experienced on-off air newsman seeks immediate, secure television news position. Young, single, eager to work. Don't watch clocks! Good reporter, writer, newsreel cameraman. B.S. Journalism. Box 350R, BROADCASTING.

Get better copy 4 ways from career-post-seeking writer offering agency (mostly tv-radio), news-editorial, trade paper, house organ background. Demands reasonable. Box 355R, BROADCASTING.

Young man, now in radio, desires change to tv production. Work maximum hours, minimum pay to start. Box 371R, BROADCASTING.

Experienced director. Six creative years. All phases production. Camera, film. Best references. Box 376R, BROADCASTING.

Experienced cameraman-director available immediately. Will travel. Write or wire Clemens C. Kuhlig, 619-49th St., West Palm Beach, Florida.

FOR SALE

Equipment

One Hewlett Packard tv video carrier frequency monitor model 336C. Two each Gates 51A utility amplifier. One Gates 28 CO Limiter. Box 327R, BROADCASTING.

RCA TK-41 live color camera. 1100 hours total operation. Better than new, has been de-bugged. Console rack installation. Includes camera pedestal, frequency std., and color bar generator. Complete details upon request. $30,000.00. KJEO-TV, Fresno 17, California.

250 watt am Western Electric 310-B transmitter FCC approved. Being removed from service. Perfect for standby. $400. KLEX, Lexington, Missouri.

Excellent Gates BC 1E with antenna tuning unit and Rust remote control. Available now. Power increase reason for sale. Price right. Jack Younts, WEEB, Southern Pines, N.C.

Can anyone use 30 lengths 3⅛" transmission line? Used, condition fair; left over from installation of our transmitter. You haul it away. Call, wire, write, WENH-TV, Durham, N.H.

Collins 21A 5 kw transmitter maintained in original condition, only factory-approved modifications, now operating. Excellent quality. Ten years old. Price $4,000. Terms. Address Radio Station WISE, Box 75, Scenic Highway, Asheville, N.C.

RCA 10 kw fm transmitter with spare tubes, antenna and related equipment at sacrifice. Contact Hugh Holder, WKIX, Raleigh, N.C.

Background music operator: Two new continuous playback tape decks mounted wired in rack. All accessories. WLIR, Garden City, N.Y., PI 1-4700.

119A Langevin Pro Gar Limiting Amplifier. Original cost $825.00 good condition, now in service. Immediate delivery, best cash offer. Call, write or wire WPDQ, Jacksonville, Florida.

For sale Rust extension meter for Doolittle or similar frequency monitor. One year old, cost new $345.00. Make offer. Contact WQIK, P.O. Box 3156, Jacksonville 6, Florida.

Ampex 350 tape. RCA BC-5B consolette, Raytheon RC-11 studio console, Rek-O-Kut disc cutter. RCA 77-DX mikes. American Concertone Model 62 recorder. RCA BQ-2B three speed turntable. Speakers. Much more. All immaculate! Chris Borden, Box 5012, Tucson, Arizona. Ph EA 6-9808.

One of the true innovators in radio . . . is available to you for a programming or management assignment

There are many radio people whose creativity is limited to what tape brings in from creative stations elsewhere. I don't know how many genuine innovators there are, but I know they are few indeed, and I also know (at the risk of seeming immodest) that I am one of them. Name: **Bill Stewart.** Background: 3½ years with McLeondon, 3½ years with Storz, now with the Star Stations, but choosing to part company for reasons unrelated to my work. I'm eager to tackle an assignment which can fully utilize my programming experience, management capacities, and the exuberance of youth—seasoned, albeit, youth. (Age: 31). You can phone me at Terrace 8727, Omaha. Or, write **Bill Stewart,** 2509 South 84th Street, Omaha, Nebraska.

SEE "A PROGRAMMING EXPERT LOOKS AT RADIO," PAGES 61-63 IN NOVEMBER "TELEVISION MAGAZINE." AN INTERVIEW WITH BILL STEWART.

FOR SALE

Equipment—(Cont'd)

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE. 9-6100.

WANTED TO BUY

Stations

Construction permit. Either 100% interest, or 50% with management contract. Box 245R, BROADCASTING.

Private party has cash to buy station in medium sized market. $10,000 to $50,000. Prefer single station market. Write Box 321R, BROADCASTING.

Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts, Telephone Glenview 5-5823.

Equipment

Wanted: Used Telepro 6000 rear screen projector or similar type. Send complete description and price to KLRJ-TV, Box 550, Las Vegas, Nevada.

Need RCA TG-1 or TG-2 sync generator in good condition. Contact Manager, KSWS-TV, Roswell, New Mexico.

Late model speech console in first class condition wanted. WHIT, New Bern, N.C.

STL microwave system, 900 mc band, good, used. Also assoc. equipment. Write James B. Holder, WHYL, Carlisle, Penna.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw. am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 6, March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, 35, Texas.

BUSINESS OPPORTUNITY

Opportunity for a man already in business or a man wanting to go into business for himself. Our further expansion requires additional associates in several choice franchise territories. (Sorry, no openings in southeast.) We will help the right man enter media brokerage with an established service, proven methods and a going business. Financial requirement on his part to cover his personal expenses, $6,000. Additional requirements are good character (fully bondable) and sales experience. For further information, contact Paul Chapman, 1182 W. Peachtree, Atlanta 9, Ga. Will appreciate your indication of area of interest.

MISCELLANEOUS

Own franchise for cable tv system in isolated tv community of 20,000. If you are financially able, have lucrative deal. Box 319R, BROADCASTING.

RADIO

Help Wanted—Sales

FLORIDA

Excellent opportunity for hard hitting experienced time salesman in highly competitive Florida market. Guarantee against commissions. Rush complete resume to:

Box 367R, BROADCASTING

Announcers

ANNOUNCERS ATTENTION

We need you if you are a glib morning man of Italian descent and speaks English and Italian fluently. For obvious reasons cannot disclose market or station, but we are in a major market and have come up with a new approach. If you feel you can qualify, please send tape, resume and recent photo to

Box 301R, BROADCASTING

EXPERIENCED ANNOUNCER NEEDED

Experienced announcer with ability to build audience. Must have good character and credit rating. Station observes middle of the road policy on music. Strong on music, news and sports. Prefer man with first class ticket, but consider all applicants on announcing ability alone. $100.00 weekly, 40 hours. Well established high powered station located in northern intermountain area. Send tape, picture, resume.

Box 372R, BROADCASTING

ANNOUNCERS

LOSING JOBS? LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?

ADVANCED PROFESSIONAL coaching with NEW YORK BROADCASTERS.

"Let us analyze present tape. **NO CHARGE."**
*** Call . . . **MR. KEITH . . . SU 7-6938.**

NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street *** BY APT. ONLY
New York 23, N.Y. SU 7-6938

Technical

CHIEF ENGINEER NEEDED

Chief engineer for high powered, well established station located in northern intermountain area. Remote operation. Directional day and night. Chief must assume full responsibility for technical department. Must be dependable, sober, experienced as chief, have credit and character references and interested in establishing permanent residence. Better than average salary. Send resume, picture to:

Box 373R, BROADCASTING

Production-Programming, Others

FLORIDA

Program Director for highly competitive metropolitan market. Must know tight operation and be able to assume complete responsibility. Immediate opening, send complete resume.

Box 226R, BROADCASTING

RADIO

Situations Wanted—Sales

POSITION WANTED AVAILABLE FOR SO. AMERICA

Especially Brazil. Hardworking, energetic ambitious executive. Experienced in most phases of advertising, sales, sales management, management, television, radio and newspaper. Slight knowledge of broadcast engineering. Believe you'll agree performance record better than average. Can furnish best of references including present employer, past employer associates and clients. Have Latin American family and business connections. Some Portuguese and Spanish. SEEKING agency, film, equipment, advertising or product marketing and development connection. Full particulars yours.

Box 359R, BROADCASTING

Announcers

WE'RE LOOKING . . . ARE YOU? Married dj couple, solid N.Y. background pop music and jingles, seeks daytime spot on quality station. No formats. Available immediately or January. Phone or write Peggy and Tom Eldridge, Hollidaysburg, Penna. Owen 5-4882 or 3044.

Production-Programming, Others

SECOND BANANA OF GREAT INDIE WANTS TOP SPOT!

Currently employed and successful executive wants the greater opportunities that come to the TOP BANANA in a major market. 20 years experience (10 as manager) provides full equipment to cope with the perpetual battle of SALES AND RATINGS. Excellent record-reputation and contacts in NATIONAL SALES! Showmanship! Merchandising! Promotion!

Box 242R, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

EXPERIENCED TELEVISION COPYWRITER

Wanted immediately by well established VHF in substantial Southeastern market. Capable handling considerable volume of local spot business. $6500 to qualified man or woman. Rush resume.

Box 378R, BROADCASTING

ASSISTANT PROMOTION MANAGER

Major market. Experienced, creative, sales presentations, research, rating analyses. WTAR-TV, AM, Norfolk, Va. Call Madison 5-6711, James W. Evans.

FOR SALE

Equipment

1 Western Electric 3 KW-FM-transmitter
1 Collins 4 Ring FM antenna 37M4
1 Western Electric Frequency and Modulation Monitor
1 RCA Single Channel Console (New)
2 RCA Turntable, 3 speed, complete with arm and equalizer
1 Lot of Spare Tubes for transmitter
1 Lot of Coaxial Cable
1 50' Tower

$6,800.00

MARCY'S
4007 Bellaire Blvd.
Houston 25, Texas

WANTED TO BUY

Stations

SUCCESSFUL SALARIED BROADCASTER
Desires contract purchase of successful TV Station from owner planning retirement or unsuccessful station in need of proven, sound, sales application. 40 years old, community minded, triple AAA recommendations, 17 years all phases broadcasting including 6-ultra-profitable years TV Sales.
Box 330R, BROADCASTING

GENERAL MANAGER WANTS TO INVEST CAPITAL
In early 30's. Experienced 15 years all phases radio, network and independents. Currently, manager (past 4 years) highly successful top-rated station in top 30 markets. Limited capital. Willing to invest with absentee ownership or in working partnership.
Box 379R, BROADCASTING

BUSINESS OPPORTUNITY

OPPORTUNITY:

Profitable and exciting future in closed-circuit television and other video systems. Leading manufacturer desires financially capable distributors with sales and business ability.

Approximate investment of $7,000.00 required, plus ability to create and sustain business thereafter. Factory training and promotional benefits liberally supplied. Openings in the following states for exclusive distributorships:

Kentucky	**Florida**
North Carolina	**West Virginia**
South Carolina	**Virginia**
Georgia	**Tennessee**
Alabama	**Oklahoma**

Write: National Sales Manager
Box 325R, BROADCASTING

Continued from page 117

WYCA (FM) Hammond, Ind.—Granted cp to increase ERP to 30 kw and change type trans.; ant. 400 ft.; condition.

WCHL Chapel Hill, N.C.—Granted cp to change ant.-trans. and studio location and make changes in ground system.

Following stations were granted extensions of completion dates as shown: WSAR Fall River, Mass. to Dec. 31; WREA East Palatka, Fla. to March 1, 1960, and WGHJ-FM Lawrence, Mass. to March 3, 1960.

WISP Kinston, N.C.—Granted authority to sign-off at 7 p.m. except for special events for period ending Feb. 15, 1960.

Actions of November 12

KBYG Big Spring, Tex.—Granted assignment of license to **Grady Franklin Maples, R.B. McAlister** and **James William Richardson** d/b as **Radio Station KBYG.**

KROX Crookston, Minn.—Granted transfer of control from **William J. Kiewel, Jerome A. Dahlberg** and **Arnold Petrich,** joint venturers, to **William J. Kiewel, Jerome A. Dahlberg** and **Arnold Petrich.**

WOXR (FM) Oxford, Ohio—Granted mod. of cp to change ant.-trans. and studio location; type trans., increase ERP to 600 w, increase ant. height to 150 ft., and make changes in ant. system.

WJOL-FM Joliet, Ill.—Granted mod. of cp to change type trans. and make changes in transmitting equipment.

KLSN (FM) Seattle, Wash.—Granted extension of completion date to Feb. 25, 1960.

KFIL (FM) Santa Ana, Calif.—Granted extension of completion date to Feb. 8, 1960.

WTIP Charleston, W.Va.—Granted change of remote control authority.

Actions of November 10

KDYL - AM - FM, KTVT (TV) Salt Lake City, Utah—Granted assignment of licenses to **Columbia Pictures Electronics Inc.**; without prejudice to whatever action Commission may deem appropriate in light of any determinations made in *U.S.* v. *Screen Gems Inc.*, and *U.S.* v. *Columbia Pictures Corporation*, et al., actions still pending in U.S. District Court for Southern District of New York.

KSDA Redding, Calif.—Granted mod. of license to change remote control point.

WFAM-TV Lafayette, Ind.—Granted mod. of cp to change ERP to 206 kw vis., 123 kw aur., and make changes in ant. system.

Granted changes of remote control authority for following stations: WAOK, At-

STATIONS — FOR SALE

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE
Complete FM station in top California Market. Write:
Box 340R, BROADCASTING

Highly competitive metropolitan market, west. Requires aggressive management. Will also consider trade, smaller market.
Box 349R, BROADCASTING

FOR IMMEDIATE SALE
So. Calif. regional FM station with unlimited broadcasting, over 70 kw ERP. Covers all major So. Calif. areas Completely equipped including multiplex with SCA authorization.
Box 353R, BROADCASTING

FLORIDA
By owners, excellent growing market, all new equipment, excellent earning and growth record. Number one in market by all surveys since 1958. Financial references required. No Brokers.
Box 358R, BROADCASTING

Progressive low frequency daytime station in Southern metropolitan market. Extremely good potential. Valuable real estate included.
Box 363R, BROADCASTING

Ala.	Single	1kw-D	35M	terms
Minn.	Single	500w	85M	terms
Calif.	Single	250w-F	65M	terms
Ky.	Single	1kw-D	100M	terms
Minn.	Single	1kw-D	105M	terms
Ariz.	Small	1kw-D	65M	terms
Ala.	Medium	250w-F	160M	terms
N.Y.	Medium	1kw-D	150M	terms
Fla.	Medium	250w-F	250M	terms
Miss.	Medium	1kw-D	98M	terms
Ala.	Medium	250w-F	70M	terms
Gulf	Metro	1kw-D	100M	terms
Ga.	Metro	5kw	200M	terms
Fla.	Large	5kw	165M	terms
Ala.	Metro	1kw-D	175M	terms
N.E.	Major	1kw-D	325M	terms
East	Major	Combo	850M	terms

And Others

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CHAPMAN COMPANY
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Please address:
1182 W. Peachtree
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Southwest fulltime local. City of 12,000 one station market. Nice operation making money. $60,000 with $20,000 down. Midwest kw day. 1 station market of 15,000. Making nice profits. $125,000 29%. Other $48,000 to $1,000,000. PATT McDONALD, BOX 9266, AUSTIN, TEXAS or Jack Koste, 60 E. 42nd, N.Y. 17, N.Y.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through November 17

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,372	64	90	741
FM	605	61	158	110
TV	466[1]	56	98	131

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through November 17

	VHF	UHF	TOTAL
Commercial	446	76	522
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through October 31, 1959

	AM	FM	TV
Licensed (all on air)	3,366	605	466[1]
CPs on air (new stations)	62	51	55[2]
CPs not on air (new stations)	97	159	97
Total authorized stations	3,525	816	669
Applications for new stations (not in hearing)	487	77	59
Applications for new stations (in hearing)	240	28	67
Total applications for new stations	727	105	126
Applications for major changes (not in hearing)	627	28	29
Applications for major changes (in hearing)	167	6	17
Total applications for major changes	794	34	46
Licenses deleted	1	1	1
CPs deleted	0	0	1

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

lanta, OK Bcstg. Inc., Atlanta, Ga., while using non-DA, and KTXL Burkhart Bcstg. Corp., San Angelo, Tex.

KGLA Los Angeles, Calif.—Remote control permitted.

WILM Wilmington, Del.—Remote control permitted (main trans.).

WHOM-FM New York, N.Y.—Remote control permitted (second remote control point).

Following stations were granted extensions of completion dates as shown: WCKR-FM Miami, Fla. to Dec. 20, and W74AB Springfield Television Bcstg. Corp., Athol, Mass .to May 1, 1960.

WCKR-FM Miami, Fla.—Granted extension of authority to remain silent for period ending Dec. 20.

WHAP Hopewell, Va.—Granted authority to sign-off at 8 p.m., except for special events for period ending Feb. 29, 1960.

Actions of November 9

KEEZ (FM) San Antonio, Tex.—Granted license covering decrease in ERP, increase in ant. height, change in trans. location, studio location and remote control point.

KCFM-FM St. Louis, Mo.—Granted mod. of cp to increase ERP to 68 kw, decrease ant. height to 170 ft., change trans. location and make changes in ant. system: condition.

License Renewals

Following stations were granted renewal of license: KGOS Torrington, Wyo.; KLAS-TV Las Vegas, Nev.; KIML Gillette, Wyo.; KEYE Perryton, Tex.; WKEI Kewanee, Ill.; WCVS Springfield, Ill.; KABL Oakland, Calif.; KATY San Luis Obispo, Calif.; KAVL Lancaster, Calif.; KDAC Fort Bragg, Calif.; KDAN Eureka, Calif.; KDIA & aux., Oakland, Calif.; KFMB San Diego, Calif.; KFWB & aux., Los Angeles, Calif.; KIBS Bishop, Calif.; KICO Calexico, Calif.; KPER Gilroy, Calif.; KRON-TV San Francisco, Calif.; KSBW Salinas, Calif.; KTIM San Rafael, Calif.; KTUR Turlock, Calif.; KUKI Ukiah, Calif.; KXOA Sacramento, Calif.; KCBH (FM) Los Angeles, Calif.; KFAC-FM Los Angeles, Calif.; KRON-FM San Francisco, Calif.; *KPCS (FM) Pasadena, Calif.; *KPFB (FM) Berkeley, Calif.; *KSPC (FM) Claremont, Calif.; KERO-TV Bakersfield, Calif.; KFMB-TV San Diego, Calif.; KHJ-TV Los Angeles, Calif.; *KQED (TV) San Francisco, Calif.; *KUSC (FM) Los Angeles, Calif.

FCC announces new process line

Following applications are at top of am processing line and will be considered by FCC beginning Dec. 19, Commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Dec. 18 in order to be considered.

Applications from the top of processing line:

BP-12385—New Chester, Va., Vernon H. Baker. Req: 1410kc, 5kw, Day.

BP-12389—WMJM Cordele, Ga., Southeastern Bcstg. System. Has: 1490kc, 250w, Unl. Req: 1490kc, 250w, 1kw-LS, Unl.

BP-12391—WGGG Gainesville, Fla., Radio Gainesville Inc. Has: 1230kc, 250w, Unl. Req: 1230kc, 250w, 1kw-LS, Unl.

BP-12392—KCIL Houma, La., KCIL Inc. Has: 1490kc, 250w, Unl. Req: 1490kc, 250w, 1kw-LS, Unl.

BP-12393—WKRM Columbia, Tenn., Middle Tennessee Bcstg. Co. Has: 1340kc, 250w, Unl. Req: 1340kc, 250w, 1kw-LS, Unl.

BP-12394—NEW Hendersonville, N.C., William R. Packham. Req: 1410kc, 500w, Day.

BP-12396—WMRB Greenville, S.C., Paramount Bcstg. Co. Has: 1490kc, 250w, Unl. Req: 1490kc, 250w, 1kw-LS, Unl.

BP-12397—KSCB Liberal, Kan., Seward County Bcstg. Co. Has: 1270kc, 1kw, Day. Req: 1270kc, 500w, 1kw-LS, DA-N, Unl.

BP-12399—NEW Brunswick, Ga., Dixie Radio Inc. Req: 1550kc, 1kw, Day.

BP-12400—NEW Canandaigua, N.Y., Radio Station WESB. Req: 1550kc, 250w, Day.

BP-12403—NEW Sapulpa, Okla., Oklahoma Bcstg. Co. Req: 1550kc, 500w, Day.

BP-12406—NEW Enterprise, Ore., Wallowa Valley Radio. Req: 1340kc, 250w, Unl.

BP-12407—NEW Winfield, Kan., Courtney Bcstg. Co. Req: 1550kc, 250w, Day.

BMP-8282—KAGI Grants Pass, Ore., Southern Oregon Bcstg. Co. Has: 1340kc, 250w, Unl. Req: 930kc, 1kw, 5kw-LS, DA-N, Unl.

BP-12409—NEW Marathon, Fla., Key Bcstg. Co. Req: 1300kc, 500w, DA, Day.

BP-12411—NEW Sante Fe, N.M., Sante Fe Bcstg. Co. Req: 970kc, 1kw, Day.

BP-12412—NEW Princeton, N.J., Greater Princeton Bcstg. Co. Req: 1350kc, DA-2, Unl.

BP-12416—NEW Minneapolis, Minn., Hennepin Bcstg. Assts. Req: 690kc, 500w, DA. Day.

BP-12418—NEW Ojai, Calif., Rex. O. Stevenson. Req: 1320kc, 500w, Day.

BP-12424—NEW Loudon, Tenn., Loudon County Bcstg. Co. Req: 1360kc, 500w, Day.

BP-12425—WNBH New Bedford, Mass., E. Anthony & Sons Inc. Has: 1340kc, 250w, Unl. Req: 1340kc, 250w, 1kw-LS, Unl.

BP-12426—WOOK Washington, D.C., United Bcstg. Co. Has: 1340kc, 250w, Unl. Req: 1340 kc, 250w, 1kw-LS, Unl.

BP-12427 — WHUB Cookeville, Tenn., WHUB Inc. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

BP-12428—NEW Waynesboro, Va., John Laurino. Req: 970kc, 500w, Day.

BP-12430—WWBZ Vineland, N.J., Community Bcstg. Service Inc. Has: 1360kc, 1kw, DA-N, Unl. Req: 1360kc, 5kw, DA-2, Unl.

BP-12433—WNLC New London, Conn., Thames Bcstg. Corp. Has: 1490kc, 250w, Unl. Req: 1510kc, 5kw, DA-1, Unl.

BP-12435 — WDXN Clarksville, Tenn., Clarksville Bcstg. Co. Has: 540kc, 250w, Day. Req: 540kc, 1kw, Day.

BP-12436—NEW Colonial Village, Tenn., Morgan Bcstg. Co. Req: 1580kc, 250w, Day.

BP-12438—NEW Festus, Mo., Robert D. & Martha M. Rapp. Req: 1400kc, 250w, Unl.

BP-12445—WION Ionia, Mich., Ionia Bcstg. Co. Has: 1450kc, 500w, Day. Req: 1430kc. 5kw. DA. Day.

BP-12446—KUEN Wenatchee, Wash., Queen Bcstg. Co. Has: 900kc, 500w, Day. Req: 900kc, 1kw, Day.

BP-12449—NEW Colorado Springs, Colo., Mercury Bcstg. Req. 790kc, 500w, DA-Day.

BP-12450—KYCA Prescott, Ariz., Southwest Bcstg. Co. Has: 1490kc, 250w, Unl. Req: 1490kc, 250w, 1 kw-LS, Unl.

BP-12455—WDAD Indiana, Pa., WDAD Inc. Has: 1450kc, 250w, Unl. Req: 1450kc, 250w, 1kw-LS, Unl.

BP-12457—NEW Fountain City, Tenn., Radio Fountain City Inc. Req: 1430kc, 1kw, Day.

BP-12458—WBIZ Eau Claire, Wis., WBIZ Inc. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

BP-12459—WBML Macon, Ga., Middle Georgia Bcstg. Co. Has: 1240kc, 250w, Unl. Req: 1240kc, 250w, 1kw-LS, Unl.

BP-12461—WBGB Jesup, Ga., Altamaha Bcstg. Co. Has: 1370kc, 1kw, Day. Req: 1370 kc, 5kw, Day.

BP-12462—WLOX Biloxi, Miss., WLOX Bcstg. Co. Has: 1490kc, 250w, Unl. Req: 1490 kc, 250w, 1kw-LS, Unl.

BP-12463—WMAJ State College, Pa., Centre Bcstg. Inc. Has: 1450kc, 250w, Unl. Req: 1450kc, 250w, 1kw-LS, Unl.

BP-12464—WSLB Ogdensburg, N.Y., Seaway Radio Inc. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

BP-12468—NEW Tampa, Fla., Tamark Bcstg. Co., Inc. Req: 810kc, 1kw, DA-1, Unl.

BP-12472—NEW Hudson Falls, N.Y., Ralph N. Romano. Req: 1350kc, 1kw, Day.

BP-12473—WESC Greenville, S.C., Bcstg. Co. of the Carolinas. Has: 660kc 5kw, Day. Req: 660kc, 10kw, DA, Day.

BP-12475—WJZM Clarksville, Tenn., Campbell & Sheftall. Has: 1400kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

Sec. 309(b) letters sent

Applications on which Sec. 309(b) Letters have been issued:

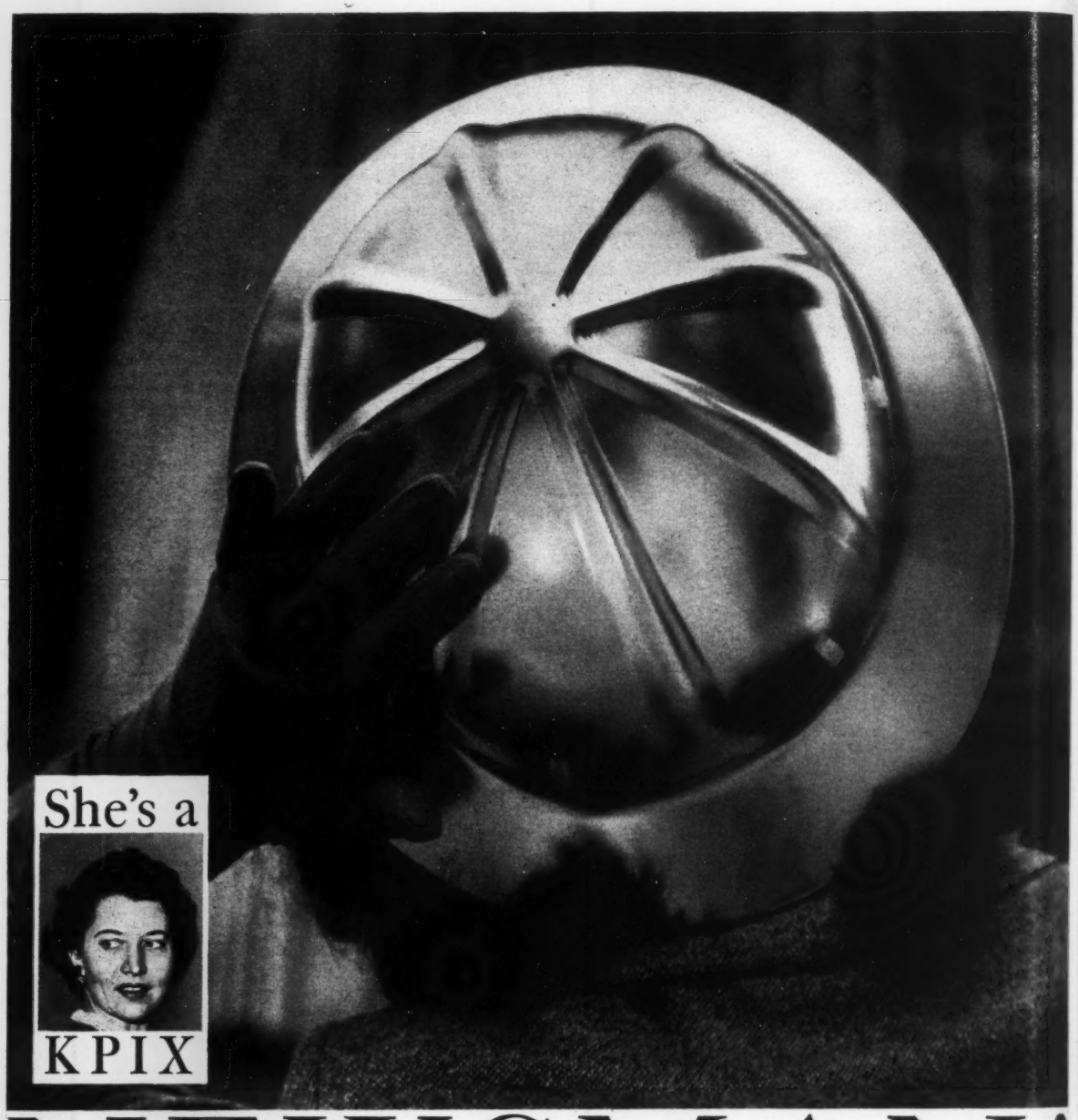
BP-12404—NEW Palmetto, Fla., Palmetto Bcstg. Corp. Req: 1220kc, 1kw, DA. Day.

BP-12410—NEW Midwest City, Okla., Tinker Area Bcstg. Co. Req.: 1220kc, 1kw, DA. Day.

BP-12414 — WRAK Williamsport, Pa., WGAL Inc. Has: 1400kc, 250w, Unl. Req: 1400 kc 250w, 1kw-LS, Unl.

BP-12440—WKBI St. Marys, Pa., The Elk-Cameron Bcstg. Co. Has: 1400 kc, 250w, Unl. Req: 1400kc, 250w, 1kw-LS, Unl.

BP-12477—WAKE Atlanta, Ga., WAKE Bcstrs. Inc. Has: 1340kc, 250w, Unl. Req: 1340 kc, 250w, 1kw-LS, Unl.



NEWSMAN!

Wanda Ramey put on a workman's helmet and from a construction elevator beamed out a KPIX special on the progress of the newest, tallest building in San Francisco.

Wanda Ramey rode with the S Squad at midnight to give KPIX Noon News Show viewers the low-down on San Francisco Detail Police.

Wanda Ramey brought her viewers face to face with one of their new neighbors — a bearded beatnik recently moved to North Beach, S.F., from Greenwich Village, N.Y. Object: to find out just what makes a beatnik tick.

Wanda Ramey is *half** the reason it took only six months for KPIX Noon News to become the top-rated half-hour news show in the greater San Francisco Bay Area. She's one of many reasons most Bay Area viewers take 5—KPIX Channel 5 — the most exciting station in town!

* *The other half is John Weston, her co-star on KPIX NOON NEWS SHOW*

KPIX 5 San Francisco

Westinghouse Broadcasting Company, Inc.

Represented by Television Advertising Representatives, Inc.
New York • Chicago • Detroit • Los Angeles • San Francisco

OUR RESPECTS TO . . .

John Storrs Cross

The youngest member of the FCC in point of service, John Storrs Cross, has a reputation in unofficial Washington circles as an entertaining and witty storyteller.

This trait "just comes natural for folks back home in Arkansas," the commissioner said as he launched into an explanation of how he made—and lost—a small fortune on the stock market. The self-styled "country boy" from Eureka Springs, Ark., constantly uses homespun phrases which add levity to his conversations.

Describing his own qualifications after his appointment to the Commission at a highly critical time, Naval Capt. Cross said: "I may not be too smart, but I'm awful clean." He was appointed by President Eisenhower at the height of 1958 congressional investigations which forced Comr. Richard A. Mack to resign. In fact, Comr. Cross, a Democrat, remembers that he expected to get the job in 1955 when Mr. Mack was appointed and also was considered at the time the late Wayne Coy was named.

State Dept. Service • After 12 years as assistant chief of the Telecommunications Div. at the State Dept., Comr. Cross had more than a layman's knowledge of FCC's problems. "I didn't know the answers, though," he quickly adds.

When he finally was tapped by the President, Capt. Cross said, it came as a complete surprise. He was called to the White House ("at first I thought it was a joke") and asked if he would be interested in an appointment to the Commission.

John Storrs Cross was born Sept. 18, 1904, in Birmingham, Ala. He received his early education at McCallie School for Boys in Chattanooga, Tenn., and the Marion (Ala.) Military Institute. He was graduated from Auburn U. in 1923 with a bachelor's degree in electrical engineering.

Black Tuesday • Armed with his new degree, 19-year-old John Cross went to Detroit to make his mark on the world—and was making rapid strides toward his first million, while having a good time in the process, before that black Tuesday in 1929 when the bottom fell out of the stock market.

While in Detroit, Mr. Cross held down a variety of jobs—he sold securities, worked for Studebaker Corp., built five-and-ten-cent stores in the Midwest and was survey chief for the highway department. He also was so successful on the stock market, mostly automotive, that he drove two new cars, owned a horse and lived (with three other young men) in a $750 monthly hotel suite.

"We were living awful high on the hog," Capt. Cross remembers.

Young John Storrs Cross' budding financial empire became a thing of the past with the crash of 1929. He lost all his cash and holdings and the four roommates lived for weeks off tidbits formerly served guests at their bar. "I've never thought much of walnuts since then," he said.

In 1930, Mr. Cross left Detroit with one of his cars and $12,000 indebtedness. "I haven't been back since," Comr. Cross said, but he did manage to pay off the $12,000.

On to Washington • Mr. Cross went to work for the *Columbia* (S.C.) *Record* and later that same year (1930) went to Washington, D.C., as correspondent for several newspapers. Money still was very hard to come by and his clients dropped off one by one. In the next year he worked for St. Elizabeth's Hospital in Washington and a D.C. contractor.

Entering federal service for the first time, Comr. Cross joined the National Park Service in 1931 as a field engineer in San Francisco. After designing a water supply and sewer system in Hawaii, Mr. Cross was transferred to the department's Hot Springs, Ark., office as field engineer in charge. In 1935, he went back to Washington and subsequently became assistant chief of engineering for the National Park Service.

He acquired his first communications experience with the Park Service, which had a far-flung communications network, with Mr. Cross designing and constructing many of its components.

JUNIOR COMR. CROSS

How to be funny, but clean

In 1942, he became Lt. Cmdr. Cross of the U.S. Navy. Headquartered in Washington, D.C., he reached the rank of captain and saw service in the Pacific and on four continents as a communications officer in charge of building, maintaining and operating communications systems of world-wide scope.

Joined State Dept. • Despite the urgings of his superiors, Capt. Cross became Mr. Cross of the State Dept. in 1946 "I decided that I was too damned old to stay in the Navy," he said. He was named assistant chief of State's Telecommunications Div., a post he held until he joined the FCC.

The Telecommunications Div. is primarily concerned with formulating the policies of the U.S. on international communications matters and the correlation of such policies with foreign nations. As assistant chief, Capt. Cross participated in 18 international conferences. He was chairman of the U.S. delegation on six occasions and vice chairman seven times, including the NARBA conference, Mexican treaty and uhf negotiations with Mexico. He also worked closely with representatives of the FCC during these international conferences.

Comr. Cross faced a searching interrogation by members of the Senate Commerce Committee at his confirmation hearing. Those were dark days for members of the FCC, who had been accused publicly of malfeasance in office. Comr. Cross spent 2½ hours answering questions by 16 senators.

Soon after going to Washington in 1930 Mr. Cross met Ruth Fuller of Eureka Springs, Ark., at a dance. She is the daughter of former Rep. Claude Fuller, at 85 still a practicing attorney and a political power in Arkansas.

The congressman's daughter became Mrs. John Storrs Cross in 1932. They have two sons, John Fuller, who works at the Fuller family bank in Eureka Springs, and Naval Lt. Claude Christopher, stationed at New London, Conn.

Handyman Cross • Mrs. Cross returns to Eureka Springs during the Ozark tourist season to run the Cross motel, built in 1954. The commissioner can be found there, too, doing odd jobs during the FCC summer hiatus.

Comr. Cross still likes to hunt, one of the prime attractions drawing tourists to "God's Country," the Ozarks. He also is proud of a 1936 Cord he bought new and calls antique cars one of his hobbies. He is a member of the Washington Society of Engineers, Manor Country Club and the Bethesda (Maryland) Presbyterian Church.

Disaster or conquest?

THE bind in which broadcasting finds itself demands swift and positive action.

A special meeting of the full NAB board of 43 radio and television broadcasters should be convoked immediately in Washington. The best minds must assist in the formulation of policy.

If this need existed a week ago, it is doubly urgent now. In the few days that have elapsed since the FCC gave first priority to hearings to begin Dec. 7 going all the way into programming and commercial practices, the Senate Commerce Committee has moved in. Chairman Warren Magnuson (D-Wash.) has called an extraordinary conference of his committee after Congress convenes in January, with the Federal Trade Commission, FCC and representatives of radio and television to determine the adequacy of the Communications Act to cope with the problems—real or fancied—that have mushroomed since the House Oversight Committee sprung its off-session quiz revelations.

The need for swift action is manifest in other areas too. The Dept. of Justice, in compliance with the request of President Eisenhower, must come up with an opinion on legal aspects of the law to control fraud and deception on the air. The FTC has redoubled its scrutiny of commercials that may be false and misleading. And the Oversight Committee, which started it all, will be back in business next month.

BOTH THE FCC and the Senate proceedings should be seized upon by a united front of broadcasters as the means by which they can lead in the establishment of a national policy that will elevate broadcasting in prestige and stature. There is a clear course of action that needs implementation.

In a sentence: The broadcaster must assume full responsibility for all programming. He must be the boss. In the future, he cannot delegate that responsibility to advertiser, agency or program packager. Yet all are essential in providing balanced programming to the public.

It means self-regulation, if oppressive new legislation is to be avoided. It means adherence to a stronger voluntary code, if sanctions and penalties are not to be imposed through new powers delegated to the regulatory authorities.

There are encouraging signs. Networks are definitely moving toward overall control of their programming. In this they need the cooperation of advertisers and agencies. The NAB Television Code Review Board has enunciated new and stringent principles of advertising acceptance. Stations and networks are tightening controls on talent to rid the medium of the payola scourge.

Chairman John C. Doerfer of the FCC, who almost singlehandedly among officials in Washington has urged extreme cautions in tampering with program regulation, sounded stern warnings last week in an address before the TvB convention in Chicago. Unless broadcasters, advertisers and other components set up internal controls promptly, he declared, Congress will act. He should know.

There will be no wholesale defections of advertisers (despite the pirating onslaughts of the printed media) when the broadcaster assumes full control of his "editorial" content, as he must. In news programming, where the advertiser asserts no control, the success stories are abundant both in radio and television.

This cannot be accomplished overnight. The networks are in the anomalous position of being told that they control programming to the point of monopoly on the one hand, and that they do not exert enough control (witness the quiz-rigging disclosures) on the other. Those contradictions must be resolved, even if it means legislation to permit exceptions from the antitrust laws.

WHAT HAS happened in the wake of the quiz scandal has happened before in other media, although you wouldn't know it from reading the current prints. The fact that quiz programs represented a fractional percentage of total network programming has been ignored. No newspaper or magazine has attempted to point up the superlative programming that emanates from the networks during most of the broadcast day, or to mention the millions expended for news programming and special event coverage.

Every medium of communications, newspapers, magazines and the motion pictures, has had its scandals and its dark days. Those individual entities that did not see the light passed out of the picture. But the media lived. Mostly their troubles come during their adolescence. As the mass media are measured, both radio and television are striplings.

In the quiz-rigging scandal, the newspapers and magazines had a big story. Some, with an eye to competition for the advertising dollar, overplayed it. The politicians, never backward about publicity, got on the bandwagon. The do-gooders are still having a field day.

Happily, in this otherwise gloomy climate, there are signs that the saner heads, even among the publishers, are reappraising their positions. They are beginning to recognize that, in attacking competitive mass media, they may be turning the guns of censorship upon themselves. If Congress legislates to control programming, however slightly, it can legislate to control other media.

THERE ARE statutes to cover frauds—such as those uncovered in the quiz proceedings. Perjury, as committed by quiz contestants, sponsors and producers, is a crime *per se*. If there has been commercial bribery in undercover payments to disc jockeys (payola) or to television producers in the performance of particular tunes or surreptitious injection of free advertising, the criminal codes are ample to mete out punishment.

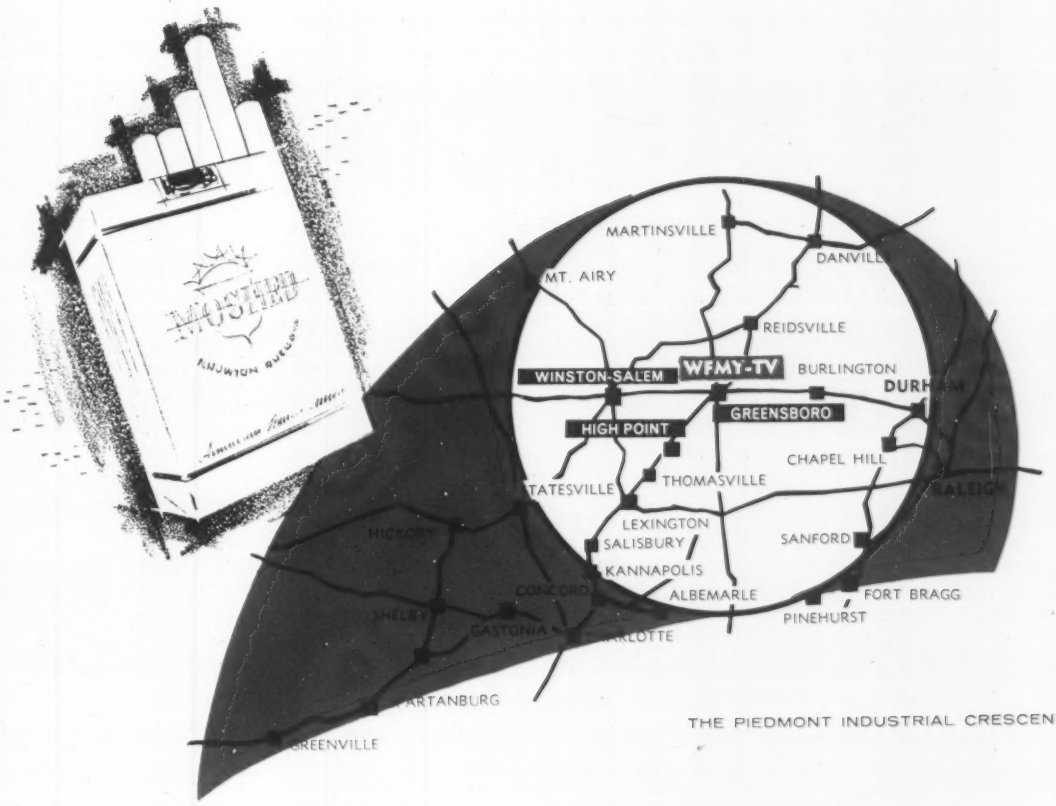
The Federal Trade Commission has jurisdiction over false and misleading advertising. And the FCC can always take punitive action—even to the extreme penalty of license revocation—against persistent or willful offenders.

Broadcasting neither wants nor needs a czar. It does need a house-cleaning. It must undertake that task itself. It must be prepared to tell how it proposes to accomplish this to the FCC at the upcoming hearing. And it must be prepared to give to Congress strong, direct and positive assurances that action is being taken. The inevitable consequences of failure will be ill-conceived, untenable and possibly unconstitutional legislation.

Upon the NAB devolves the role of statesmanship and leadership in the present crisis.

Drawn for BROADCASTING by Sid Hix

"Don't you think he's coming on a little strong?"



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